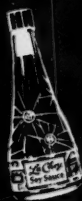


WITH TIER

ONLY THE
GENUINE
CHINESE
FOODS
ARE
LABELED
IMPORTED



THE BEST
CHOP SUEY
AND
CHOW MEIN
NOW
MADE
AT
HOME

MOST
POPULAR
OF OUR
VARIETY
OF
OLD WORLD
FOODS.

La Choy
MADE AT HOME OR READY TO SERVE
CHOW MEIN

La Choy
Chinese Foods

La Choy
MADE AT HOME OR READY TO SERVE
CHOP SUEY

Now
La Choy
Imperial Brand
Vegetables

Now
La Choy
Bean Sprouts
CHOW SUEY
or
CHOW MEIN
in 10 minutes
as home
recipes on

THE
Art and Secrets
of Chinese Cooking

Art and Secrets
Chinese Cookery

DO A REAL SELLING JOB— WITH YOUR CARTON AND DISPLAY



Whether a cosmetic or a collar button—whether a \$5.00 Retailer or a 10c special, the package is the difference between "Sale" and "No Sale".

An appealing—colorful design—that tells the complete story at a glance—helps your selling job tremendously.

Our facilities and experience are at your disposal—from the creation of the design to manufacturing the finished package—printed or lithographed—and economically too.

Call us on your next packaging or printing problem—no obligation.

WALKER 5.9494*

BROOKS & PORTER, INC.
CREATIVE PACKAGING • LITHOGRAPHED AND PRINTED
304 HUDSON STREET, NEW YORK

Our JONES CARTONER has worked without a hitch from the start. This is my first experience with any new machine operating perfectly from the very beginning.

Very truly yours,

MOFFAT, INC.

Alex. W. Moffat

Jan. 10, 1933.

President.



MOFFAT, Inc., have erected an "ANTI-DEPRESSION" factory in Boston, where they manufacture the finest of cooking chocolate, with a record economy of labor and elimination of waste.

In their line of machinery a JONES CARTONER assembles and inserts eight squares of chocolate in an airplane-tuck carton, in two layers, with a recipe card 10"x2" folded over them. The flap at the end away from the card is spot-glued so the chocolate may not be removed without the card.

Small in size, but looming large in efficiency, is a needle which, turning like a drill, remains constantly free from lint so that one card, and only one, is removed from the stack at a time. It makes a cleaner and shorter cut in a card or leaflet than the usual fixed needle. It is new and original.

Let the

CONSTANT MOTION CARTONER

which is a composite of efficient units help you

"BUCK THE DEPRESSION"

R. A. JONES & COMPANY, INC.
P. O. Box 485

Cincinnati, OHIO

FEBRUARY, 1933

FEBRUARY,

1933

VOLUME 6

NUMBER 6

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.
LAWRENCE LEY and PERRY H. BACKSTROM—Eastern Advertising Representatives. ALAN S. COLE—Western Manager. B. NOLAN—Production Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion. R. C. Mac DOUGALL—Circulation Manager.

MODERN PACKAGING

CONTENTS

Clever—These New La Choy Packages.....	43
By D. E. A. Charlton	
The 1932 All-America Twelve.....	45
The Judges of the All-America Twelve.....	46
New Brush Displays.....	61
By Francis A. Westbrook	
Getting the Package to the Point of Sale.....	62
By Floyd L. Miller	
Package Identification and Protection.....	65
By Waldon Fawcett	
Decorative Coverings for Packages.....	67
Packages That Talk Product Uses.....	68
Redlerizing—A Modern Motive in Material Handling.....	70
By William K. Embleton	
Packaging Textiles	73
By Roy Sheldon	
Color in Packages—The Secret Revealed.....	78
By Nan Hornbeck	
Editorials	90
Here and There in the Packaging Industry.....	92
Machinery—Supplies	100
Advertisers' Index	128

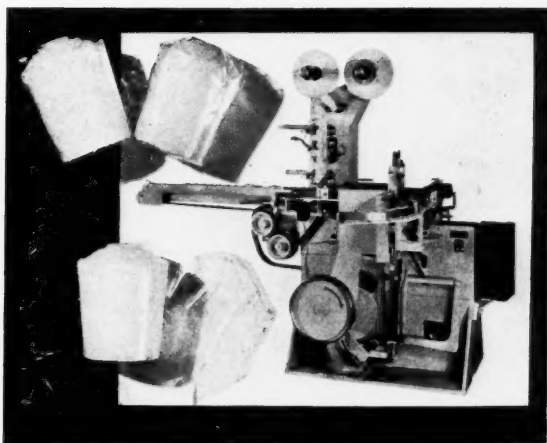
The front cover illustration of this issue is reproduced by permission and through the co-operation of La Choy Food Products, Inc.

Presentation of cups to the winners of the All-America Twelve packages and Certificates of Award to designers and material and equipment suppliers who have contributed to the assembly of those packages will be made at a dinner held the evening of March 8, at the Hotel Pennsylvania, New York City.

Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western Office, 221 N. LaSalle St., Room 617, Chicago, Ill. Telephone Randolph 6336. Australian Agents, Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$5.00. Single copy 50 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.

"HOW LONG WILL THEY LAST?"

Long Service from Packaging Machines Pays Big Returns



Candles Cellophane Wrapped

This high speed Redington Machine is doing an unusual job of cellophane wrapping for the Emery Industries of Cincinnati. Votive or shrine candles are individually wrapped, yet no protective cardboard shell is required.

Our Answer is—

● Even after 10, 12 or 14 years, and longer, many Redington Packaging Machines are going strong at top efficiency.

For instance, the Redingtons built for the American Chicle Co. between 1918 and 1920 are still cartoning *all* the 5c Chiclet packages produced, and at a speed that appreciably exceeds the original guarantee. Beech-Nut has Redingtons in daily use that were built close to 20 years ago. Armour, Best Foods, Jelke, all continue to use sturdy and reliable oldtimers.

Initial costs have long been absorbed and the savings continue because obsolescence as well as wear are guarded against in every Redington machine.

Rugged, durable construction . . . advanced engineering design . . . vision and foresight—these explain why Redington Packaging Machines resist wear and obsolescence for so many years. And today our Engineering Staff is thinking in terms of 1940 and beyond!

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

|| Packaging Machines ||



Economical for Packaging - Cartoning - Labeling - Wrapping



Crow's nest

DIRTY WEATHER has been lashing the seas of business. Riding the storm, many a ship has been blown from her course.

Go aloft to the crow's nest now, and take a look about you. Scan the horizon and see what lies ahead.

If yours is a packaged product, there is a great deal to be seen. For, in the realm of packaging, many significant things have been happening—things that may mean much to your product and its future.

Slowly, subtly, surely, the whole technique and aim of packaging have changed. The old limitations are vanishing, the power of the package is growing fast. Yesterday what was only a carrier,

is today a merchandising force. Yesterday the package was conceived to please the producer. Today it must please the consumer.

The public has come a long way in its ideas of what a package should be. Has your package kept up with the public? In justice to your product and its future, find out. Find out now—for your product needs every strength at its command.

If you feel too close to your present container to judge it impartially, let the American Can Company help you. Since Canco has been so much a part of package progress, we feel, in all modesty, that we are qualified to analyze, to recommend. Get in touch with the office near you. Our opinions, our suggestions, are yours without obligation or cost.

AMERICAN CAN COMPANY
230 PARK AVENUE • NEW YORK 

FROM POLE TO EQUATOR



KVP

for
**PROPER
PACKAGING**

IN your plant all care and attention is lavished upon the product, no pains spared to secure the best flavor, the proper consistency, the finest quality. Once packed and shipped, it is largely beyond control. The ideal conditions under which it was made are gone.

Will your product retain all the quality you so painstakingly gave it? Only with a package that fully protects from outside deteriorating influences.

That is why so many food manufacturers are turning to the KVP Research Laboratories for the selection of the best possible protective material from which to make their package.

In these laboratories we can duplicate the hot arid conditions of Arizona as well as Labrador's damp cold. Your product, wrapped in possible package papers is exposed to these and other extreme conditions and its reaction carefully measured. When these tests are completed the KVP Laboratories will name to you the one best package material for your product. Is this service of value to you? It should be. Our booklet "TRUTH" tells more of the interesting work of the KVP Laboratories. Send for it.



**KALAMAZOO
VEGETABLE PARCHMENT CO.
KALAMAZOO MICHIGAN**



YOU HAVE built a good name on good food. People have faith in your pledge of Quality. They expect you to maintain it.

Nowadays, with the constant cry of "economy" the world is in danger of forsaking the old standard and sacrificing quality. True economy is in the delivery of a quality product to a satisfied customer. To protect **your** pledge of quality goods, we offer our pledge of a quality wrapper. No clamor of false economy, has made us swerve one jot from the stand for **quality** on which we built this business, and on which public good-will depends.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
KALAMAZOO - - MICHIGAN



UNCLE JAKE SAYS:

"The man who lowers his standard of quality in **HARD** times, won't be able to answer '**HERE**' when they call the roll in **GOOD** times."

KVP **PROTECTIVE PAPERS...**

Save time and money in packing



Evening in Paris cosmetic set, with ten-ply KIMPAK wrapped in tissue and placed at top of package to prevent movement and breakage.

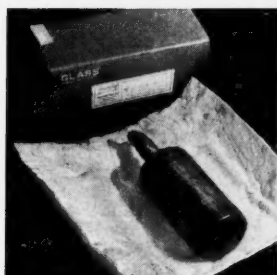


Illustration shows bottle of Sanford Writing Fluid ready to be wrapped in KIMPAK and placed in carton for mail shipment.

Showing use of KIMPAK to protect sample bottle of Aqua Velva demonstrating the mailing strength of a National Metal Edge Box.



KIMPAK protects mail samples against breakage. Illustration shows sample bottle of Pepsodent Antiseptic which was wrapped in KIMPAK and placed in package for mailing.

in packing

*Use KIMPAK Crepe Wadding.
Makes your product look better
—gives greater protection against
breakage*

IT IS the new idea in protective packing materials! Doing away with sawdust, liners and low-grade packing materials — yet with surprising economies.

Many hundreds of products are now protected with KIMPAK, in addition to liquids and fragile articles; cosmetics, vanities, wood and metal products with fine finishes that deserve KIMPAK'S super care in transit. KIMPAK plays a part in the success of low cost merchandise, too.

KIMPAK is especially valuable for packing liquids because it absorbs 16 times its weight in moisture and conforms to Postal regulations. It is amazingly low in cost and because of its bulk and lightness gives greater protection. Customers are doubly pleased with its clean, soft appearance.

It comes in rolls, sheets or pads, in various thicknesses — plain or backed with Kraft (smooth, creped or waxed), jute liner, or tissue, according to your requirements. Mail coupon for more details.

KIMBERLY-CLARK CORP., Manufacturers, Neenah, Wis.

Address nearest sales offices at

8 S. Michigan Ave., Chicago 122 E. 42nd St., New York City
510 W. Sixth St., Los Angeles, Calif.

Our product is.....
Send samples and prices.

Company

Attention of

AddressMP-2

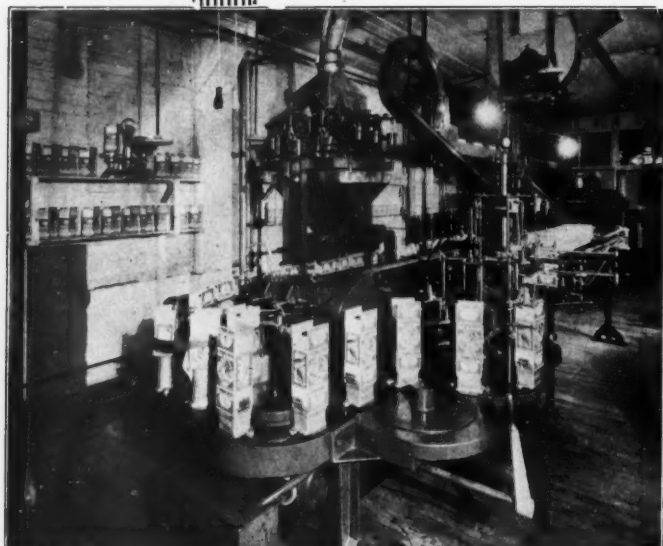
Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

In Packaging Machinery— IT'S DEPENDABLE PERFORMANCE *That Counts!*

WHEN you install a new machine for any production or packaging job, you have a right to expect it to give continuous, speedy, low-cost operation over a period of years. Any machine that does not meet these requirements is a constant drain on profits and should be quickly discarded for more modern, profit-building machinery.

Why not assure your company of improved profit this year by modernizing your packaging methods with the aid of Packomatic Engineers and Packomatic Machines—a combination that has enabled hundreds of plants to put their packaging operations on a low-cost basis.

May we send you some facts and figures to prove this? Tell us what particular phase of packaging you are especially interested in, and we will send you full particulars—and, if you so desire, a Packomatic Engineer to consult with you—without obligation.



Packomatic Carton Sealing, Weighing, and Carton Lining Machines installed recently at Fisher Brothers Company, Cleveland, Ohio. This equipment is producing 60 packages of coffee per minute. Outstanding features of these machines are the uniformity of packages produced, low maintenance cost, and continued operation.



PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

CLEVELAND

SAN FRANCISCO

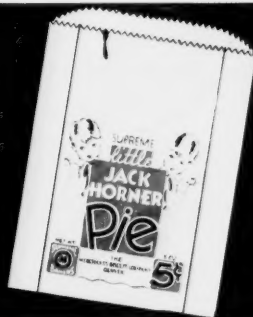


A PLAIN, flat glassine bag combining eye appeal and economy, with the emphasis on economy. A beautiful printing job. Made for the Quality Biscuit Company.

WHEN the product has no inherent beauty in itself, an attractive bag in Lizard Embossed Glassine will increase counter sales. Made for General Baking Company.



THIS Clearface capitalizes eye appeal, with true economy, using moisture proof cellophane for the window and laminated moisture proof glassine for the back. Equipped with Tin Tie Closure. Made for First National Stores.



ANOTHER Clearface bag—flat style—made with a plain cellophane window and plain glassine back. An attractive printing job that lets the pie talk for itself—as only a good looking pie can talk. Made for the Merchants Biscuit Company.



WHAT can you save by putting your product in a paper bag—how can effective bag designs increase the displayability, eye appeal, and saleability of your product?

Come to headquarters with your problem. For the past 33 years, Continental has pioneered in development of displayability in paper bags.

Unhampered by any limitation in paper stock, with all the facilities of the most modern specialty bag plant, and backed by the resources of the world's largest paper organization, we offer you experience, abilities unmatched and unrivaled. A card from you will start a train of action. Send it today.

CONTINENTAL PAPER & BAG CORP.

A Division of International Paper Company

220 EAST 42nd STREET - - NEW YORK



WHAT rye bread fanatic could resist the appeal of a crusty rye bread in this attractive Clearface bag of plain cellophane and white paraffine body. Made for First National Stores.



HERE is the Old Faithful—our Bon Ton Bread Bag. Known the country over. Made of sulphite paper, allows gases to escape, and the crust to harden and also prevents molding. Made for Cushman Bakery.



WHAT macaroon addict could resist this beautiful all cellophane bag full of their weakness? None—not one, and Bohack does a wonderful macaroon business.

HERE is a maximum display with minimum cost. A flat style bag made of extra transparent glassine.

EYE appeal display no other container can surpass at a price no other method can touch. Our all over printed Duplex Coffee Bag, glassine lined. Here are two typical jobs, one in three colors, the other in four colors.



MUNDET

CLOSURES

Prevent Staining
of Fingers
and Enhance
Beauty of
Containers



TO BE able to get at the contents of a container easily and without soiling the fingers—is a practical advantage of tremendous value in promoting the sale of a product. It builds consumer preference and good will, both of which are essential in developing repeat-order sales.

Waterman's recognized this important advantage in Mundet Closures and chose them for their new line of correspondence inks.

The beauty of the molded flange on Mundet Closures is another advantage. It adds greatly to the appearance of products.

No special glass finish required and no special machinery is necessary to maintain speedy production in sealing with these closures. They are manufactured to fit most cork finish bottles. Their cost is no greater than ordinary molded closures.



Send a sample of your product and we will return it sealed with the new Mundet Closure.

MUNDET CORK CORP., BROOKLYN, N. Y.

BRANCH OFFICES:

Montreal, Can.
Toronto, Ont.
St. Louis

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Chicago
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Houston
Philadelphia
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PACKERS AND SHIPPERS ARE USING MORE AND MORE BLISS BOXES



Each Company represented in the above illustration made thorough, exhaustive tests of BLISS BOXES before adopting them.

They discovered BLISS BOXES to be:

1. The strongest Fibre Containers available. All four vertical seams reinforced; grain of fibre may be vertical or horizontal as desired.
2. Lighter in weight than any other fibre or wood box of equal size, which saves in freight charges.
3. Lower in price because less board is used in their manufacture.
4. Easy to assemble and seal with the use of Bliss Wire Stitching Equipment.
5. Adaptable to their various products.
6. Superior in carrying qualities, which insures delivery of goods in perfect condition.
7. In compliance with all railroad classification rulings.

Other Packers and Shippers, with the aid of our engineering service, are now testing BLISS BOXES for shipping their products. Let our engineers demonstrate the economies and shipping qualities of BLISS BOXES and the convenience of Bliss Box Equipment, in packing and shipping your products. No obligation on your part.

All board mills are licensed to manufacture and sell BLISS BOXES. They are therefore readily obtainable in any quantity.

Address correspondence to:

DEXTER FOLDER COMPANY

*Bliss, Latham and Boston Wire Stitching and Adhesive Sealing Machinery for
All Types of Fibre Containers*

28 West 23rd Street, New York, N. Y.

CHICAGO 528 S. Clark Street	PHILADELPHIA 5th and Chestnut Streets	BOSTON 185 Summer Street	CLEVELAND 1931 E. 61st Street	ST. LOUIS 2082 Railway Ex. Bldg.	SAN FRANCISCO H. W. Brintnall Co. 51 Clementina Street
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SYLPHRAP

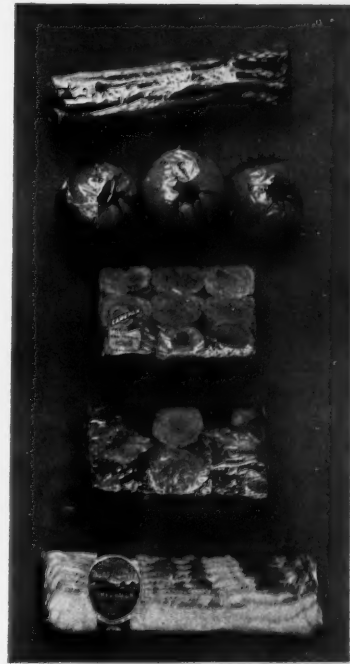
*Moistureproof and Greaseproof
For Food Products*

SYLPHRAP is the accepted wrap for practically every kind of food product—Bread, Biscuit, Rolls, Cake, Pie, Meats, Cheese, Vegetables, Fresh and Dried Fruits, Berries, etc.

This material—THE ARISTOCRAT OF TRANSPARENT WRAPS—not only keeps food stuffs fresh and in good condition for a much longer period of time, but because of its clear and colorless characteristics, it shows the products wrapped to best advantage, thereby effecting increased sales.

Moistureproof SYLPHRAP, the original heat sealing sheet, for use on all automatic wrapping machines. Technical Service at your disposal.

Write for samples and prices of SYLPHRAP—"Quality's Best Attire".



SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York



BRANCH SALES OFFICES

201 Devonshire Street . Boston, Mass.
1014 Glenn Building . Atlanta, Ga.
325 West Huron Street . Chicago, Ill.

DISTRICT AGENCIES

Blake, Moffitt & Towne,
41 First Street, San Francisco, Calif.
Pollock Paper & Box Co. Dallas, Texas

WIRZ TUBES

Serve the Nation

NEW PRODUCTS and old products supply the Nation's needs in the factory, home, office, everywhere—in WIRZ Tubes.

They are made of only the best quality metal of uniform thickness. They protect the product to the last squeeze and they make a clean, economical, easy-to-use package which pleases the consumer.

Our experience includes tubes for ointments, pastes, semi-liquids, powdered and granular products.

Established 1856
Collapsible Metal Tubes
Metal Sprinkler Tops

A. H. WIRZ, Inc.

CHESTER, PENNSYLVANIA

<p>LOS ANGELES 1231 E. Seventh St.</p> <p>CHICAGO 80 E. Jackson Blvd.</p>	<p>NEW YORK 30 E. 42nd St.</p> <p>HAVANA, CUBA Roberto Ortiz Planos Moenck & Quintana</p>
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WE WANT AN OPINION

from every man
concerned with automatic packaging

AS an outstanding factor in the field of packaging machinery, the Pneumatic Scale Corporation asks the executives of companies using packaging machinery — plant superintendents, engineers, and all those concerned with the production of packaged goods — to express an opinion on a question which is vital to the future interests of both users and manufacturers of packaging machinery.

The question is this:

In your opinion, should the manufacturers of packaging machinery work toward obtaining greater flexibility in designing future automatic equipment, or should they strive to produce single-purpose machines (handling one size only) of even greater speed?

In the light of today's and tomorrow's needs, in view of the rapid changes taking place in the design, the sizes, and the character of product containers which include packages, bottles, and cans, which of these two factors do you believe will be the most important requirement of packaging machinery in the future?

☐ Speed

Remarks: _____

☐ Flexibility (adaptability to handle various sizes and types of containers on one machine)

Remarks: _____

Other Comments: _____

Please mail this coupon or your dictated reply to:

PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE
QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.
Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 9 Whitehall, London, England

FOR OVER FORTY YEARS THE LEADING MANUFACTURERS OF PACKAGING MACHINERY

The "All America Stitching Wire"



JUST as the "All America Twelve" represent the best in packages so does Silverstitch represent the best in stitching wire. Silverstitch is designed particularly for fibre box users who have to keep their stitching costs down while improving the quality of their package.

Silverstitch helps do this in several ways. Its accuracy in temper, width, and thickness assures quick, positive feeding through the stitching mechanism. Full weight, one-piece, five and ten pound coils mean fewer stops for wire and therefore more productive time for the stitching machine and operator.

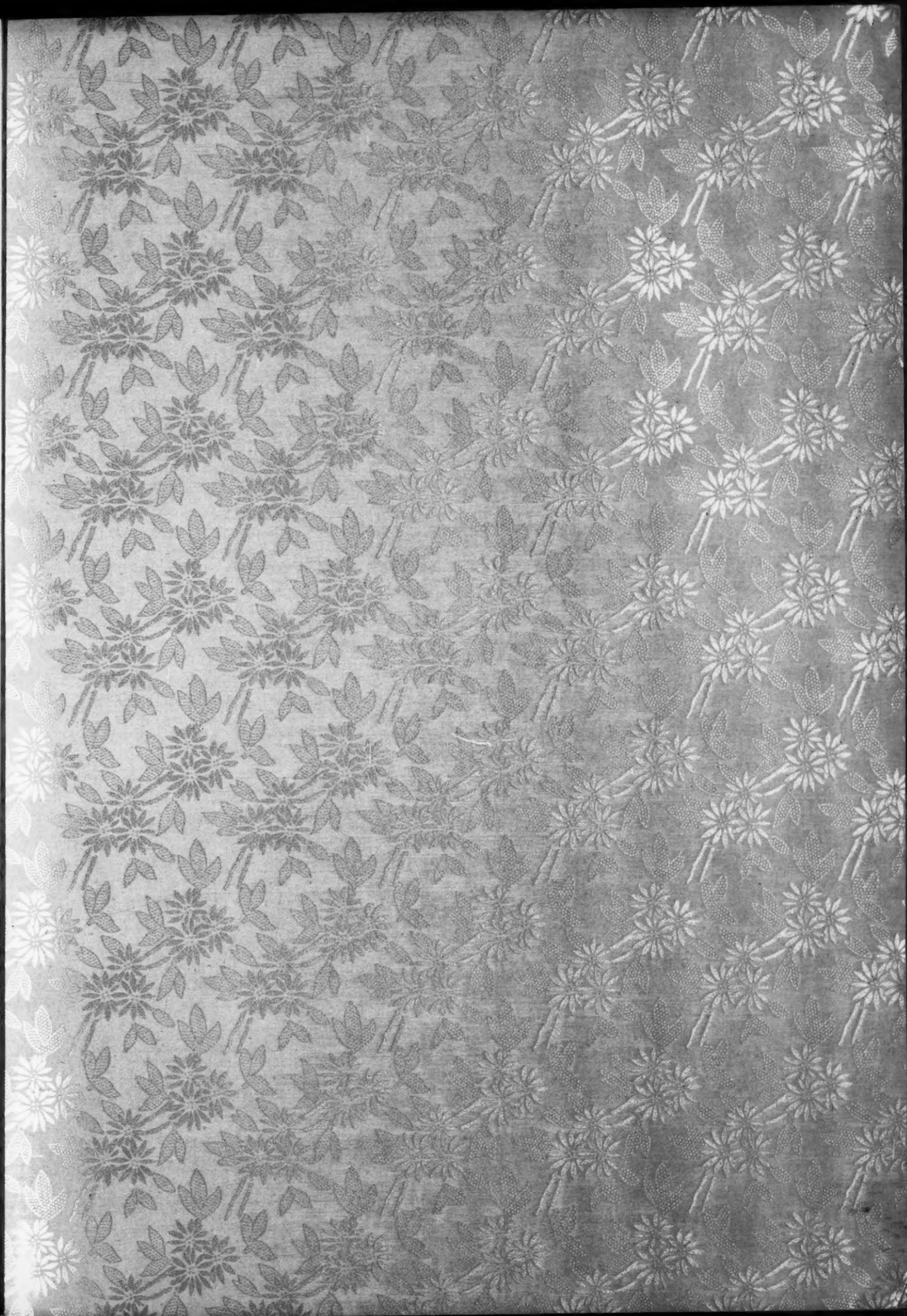
The silver-like finish of Silverstitch steps up the quality side of the package. It resists rust so well that protection liners may be eliminated. Packages are delivered to customers free from blemishes.

You are invited to try this "All America" stitching wire at our expense. Just write for a FREE five pound coil of Silverstitch in any of the following sizes: .103x.014, .103x.017, .103x.020, .103x.023, .060x.024, .060x.0205.

Put it to any test you like on your own stitching machines. See for yourself the features that have made Silverstitch the leading stitching wire for fibre boxes.

ACME STEEL COMPANY

General Offices: 2840 Archer Avenue, Chicago, Ill.



"FRESH AS A DAISY"

an EASTER box paper to
glorify the early Spring box

Fashioned in a charming
pattern of daisy bouquets
in silver on glazed grounds.

Send for working sheets.



Louis Dejonge & Company

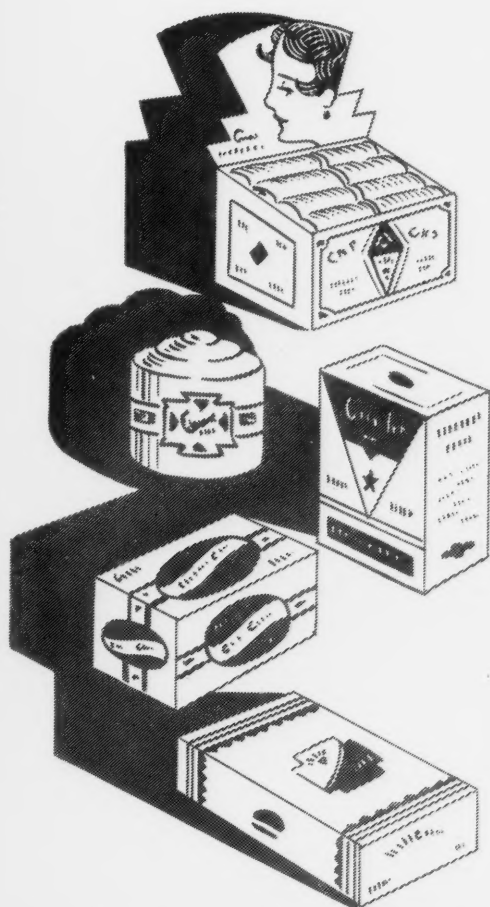
New York

Philadelphia

Chicago

An OFFER

*with no strings
tied to it*



an unbiased but practical analysis of YOUR PACKAGE DESIGN

FOR a short period of time we will prepare an analysis of your package design, label or counter display container without obligation on your part in any way.

For many years the packaging designing department of the Crescent Engraving Company has served package users nationally. A background of rich experience is available to you in this offer.

Findings of this analysis may be accepted or rejected as you see fit, but haven't you often wished you could get an "outsider's" viewpoint, unbiased, yet tintured with an understanding of merchandising fundamentals and technical experience?

Just send us a sample of your package or label—no salesman will call.

SEND THIS COUPON WITH SAMPLE

Crescent Engraving Company,
Kalamazoo, Michigan.

Att'n: Package Designing Dept.

Gentlemen:

Please let us have your comments, criticisms or recommendations on our (carton, label, box, seal, wrap, band) design and construction. We are forwarding sample for your inspection.

Signed:

Company Name

Address

City State



NEW PACKAGING IDEAS

Above are shown a few of the many new containers embodying original ideas, which were created and produced by us in 1932.

The cotton dispenser cans, which were developed for one of the leading drug houses, are the last word in containers for the merchandising and dispensing of cotton for surgical purposes.

The three oval fibre cans are used as containers for talcum and other similar products. Furnished with any of several types of dredges, either in plain tin, nicked tin, coated or lacquered.

The tiny drums are used as toys as well as advertising novelties and will do everything a regular snare drum will do. They can be furnished in many sizes.

These are just a few specimens to show the resourcefulness and mechanical ingenuity of our creative staff.

Let us study your packaging needs and offer some practical sales-building suggestions.

R. C. CAN CO.

*Manufacturers of Round, Square, Oval and
Oblong Paper and Fibre Cans.*

ST. LOUIS, MO.

Branch Factories at Kansas City, and Rittman, Ohio



An improved aseptic package for surgical dressings. Patent applied for.

YOU, too, can Profit

by beauty's irresistible appeal

ADDING BEAUTY and utility to package design is paying large dividends to the makers of many products. Attractive and unusual packages have a value that is reflected in increased sales and profits.

Designers who have won recognition in many fields are lending their talents to package improvement. Products of the most practical kind are being offered in packages that are pleasing to the eye, and therefore more readily sold.

These creators of beauty in package design recognize the opportunities offered by the synthetic plastics, of



Examples of Bakelite Molded containers for such widely separated products as face powder and leather belts



which Bakelite Molded is the most widely known and used. This material is especially appropriate for dual-use containers. It may be formed into any desired shape, and decorations are reproduced with the utmost fidelity. Metal inlays may be firmly embedded in the molding operation. Many attractive colors are available.

In the packaging of your products consider the sales winning value of

that beauty which only the skilled artist can add. We invite you to consult us about the use of Bakelite Molded in designing or redesigning packages to increase sales. Also write for our illustrated Booklet 8C, "Restyling the Container to Increase Sales".

See Bakelite Corporation Exhibit at Booth 208, 3rd Packaging Exposition, Pennsylvania Hotel, New York. March 7th, to 10th, 1933.

BAKELITE CORPORATION, 247 Park Avenue, New York, N.Y. 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

The registered trade mark shown above distinguishes materials manufactured by Bakelite Corporation. Under the symbol "B" is the numerical sign for safety or unlimited security. It symbolizes the safety number of patent and trade use of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

FEBRUARY, 1933

15

FOXON

LABELS alone can create that glamorous appeal of seductive beauty which no true woman can resist. How? That is a question our expert craftsmen are always ready to answer. In their hands, the hidden values of your product will be recognized and brought to the fore. This **economy of good design**, which does not overlook or waste one single selling point of the article you are offering in a competitive market, is the economy of success.

THE FOXON COMPANY

227 West Park Street

Providence, R. I.



THREE SALES IDEAS IN GLASS



Above are shown three sizes of a smart new bottle (2, 4 and 6 oz.) styled to be "at home" in the most exclusive surroundings.



OnIzed Flaconettes—ideal for small-volume packaging—especially where a "family" line is concerned. Available in 1 oz., ½ oz., 2 and 1 dr. sizes.

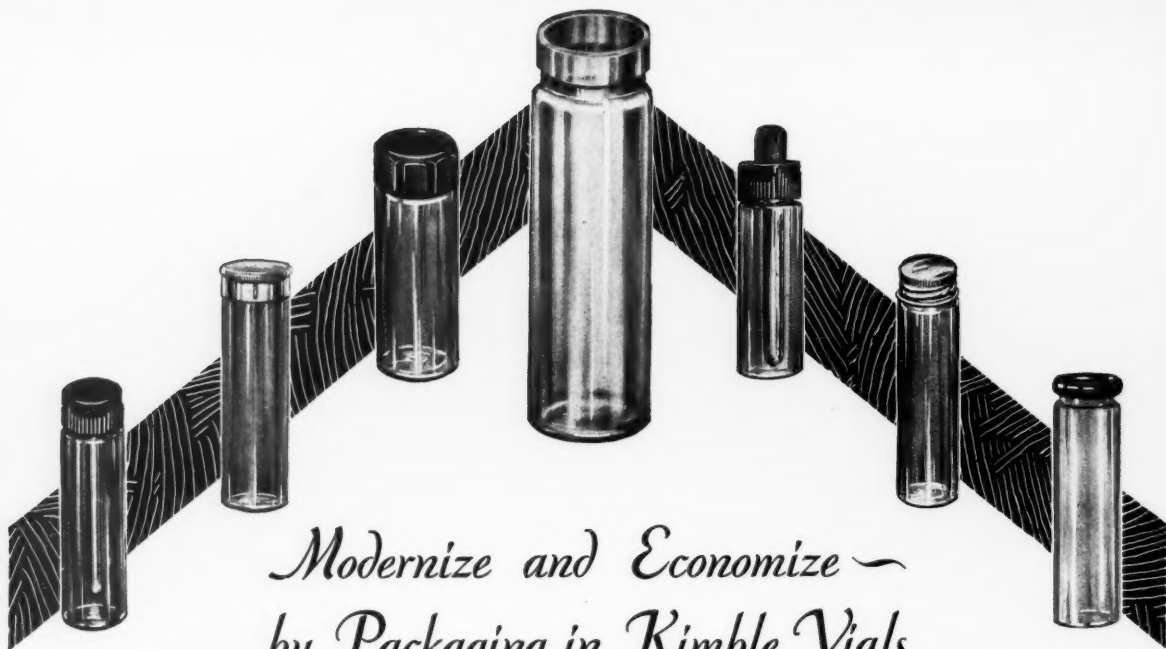


Powder in glass—the newest of cosmetic merchandising ideas—is made possible by unusually attractive OnIzed powder jars.

● The pictures show three ideas to help your sales. We have translated these ideas into sparkling OnIzed glass. But we can't really express the sales appeal of these containers here. To appreciate this, you must see for yourself how they make your product stand out in any group—how they attract the shopper's eye. Our designers will be glad to cooperate with you on the interesting labeling treatments which these new OnIzed containers make possible... Owens-Illinois Glass Company, Toledo, O.

OWENS-ILLINOIS

1873 . SIXTIETH ANNIVERSARY . 1933



Modernize and Economize — by Packaging in Kimble Vials

Smartness is the watchword in modern selling. An attractive package that shows the product to the best advantage pays big dividends in rapid turnover and steady demand.



Why experiment with doubtful package designs when the leading drug, pharmaceutical and toiletries manufacturers are standardizing on Kimble Automatic-Machine-made Vials? These sparkling, uniform, colorfully closed small glass containers are ideal from the standpoints of easy handling, strength and durability, and lightness in weight. They have solved thousands of packaging problems, putting many an old product into the front rank of modern, sales-winning merchandise.



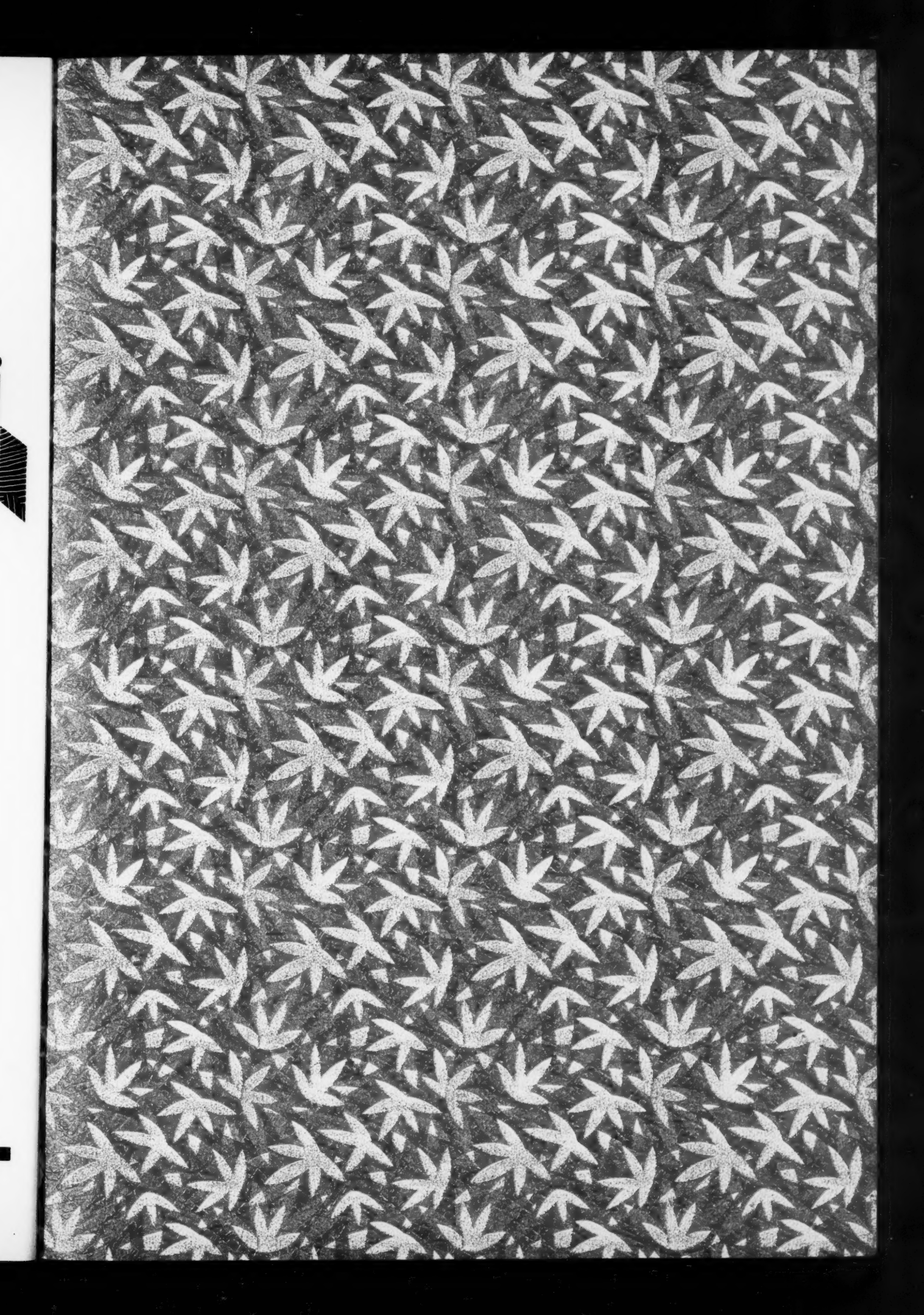
Consult us at once on your sampling and packaging requirements—and see how Kimble Glass can cut your production costs and stimulate profits.

KIMBLE GLASS COMPANY



VINELAND, NEW JERSEY.

NEW YORK • PHILADELPHIA • BOSTON
CHICAGO • DETROIT



F_OR EASTER

O R MOTHER'S DAY

what could be more appropriate for covering
that box of yours, than this attractive box paper
---- of the Hampden line.

SUN-FAST VELVET PRINT

1 - 4 Emb. 8

When Hampden Box Paper names are preceded
by the word SUN-FAST you may be sure that in
using these papers you are prolonging the use-
fulness of your box.

May we send you working sheets
in colors to suit your requirements.

HAMPDEN GLAZED PAPER & CARD COMPANY
HOLYOKE, MASSACHUSETTS

FOR 3-DIMENSIONAL DISPLAYS AND CUT OUTS —

use

FALPACO KRAFT-IN-MIDDLE

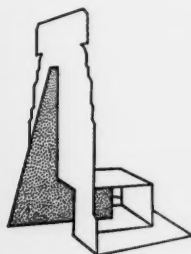


The tough Kraft middle between two layers of FALPACO cardboard is a patented, exclusive feature of this new FALPACO CARDBOARD. It has many unusual advantages for point-of-sale displays which center around the package or article. When the package supplies the support, no easel is necessary.

FALPACO KRAFT-IN-MIDDLE can be cut-scored to fold in ANY direction. It is supplied in White or Standard Fast-to-Light Colors, Coated one or both sides, or Machine Finished in white only. Furnished in 5, 6, 8 and 10-ply thicknesses. Stock sizes, 22x28 and 28x44. Special sizes furnished consistent with trade customs.

Ask your paper merchant, or write the mill for sample sheets and test for yourself its many advantages for your next display.

LIFT HERE AND FOLD ON SCORES
TO MAKE SHELF ↗



*Diagram
showing how
easel supports
shelf in Carter
display*

FALULAH PAPER COMPANY

New York Office: Woolworth Building, New York City

FITCHBURG, MASS.

Remember This! . . . **PACKAGE INSERTS CARRY NO DISTRIBUTION COST**



Package Inserts

*Direct Contact . . .
Manufacturer with Consumer*

Package Inserts will increase your sales volume by educating buyers in ALL the ways your product can be used . . . by suggesting appealing recipes . . . by offering premiums or "give-aways."

Package Inserts will put before YOUR buyers your story about other products which you manufacture, or new products which you are introducing.

Package Inserts featuring subjects to be collected and saved by children, will carve your trade name on the minds of the buyers of tomorrow.

NEW YORK CHICAGO
PHILADELPHIA
CLEVELAND
ROCHESTER DETROIT

Write us . . . We will show how Package Inserts will fit into your sales program

Forbes

LITHOGRAPH MFG. CO.
P. O. BOX 5130 BOSTON



FIRST IMPRESSIONS ARE OF GREAT IMPORTANCE

On a package or container—it is the label that bears the brunt of the responsibility of making a favorable impression on the consuming public. If it is appropriate in design and color, pleasing to look at, and distinctive, it is helping daily to win new consumers for the manufacturer of the product.

Your label is worthy of the best label craftsmanship available. Cameo designers are eminently qualified to serve you and will be pleased to co-operate with you in creating a label that will fully meet your needs.

Write for samples and full information regarding Cameo Service.

CAMEO DIE CUTTING & ENGRAVING CO.
140 West 22nd St. New York, N. Y.

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.

C A M E O L A B E L S

Introducing

METALON

TRADE-MARK — PATENTS PENDING

An Exclusive Feature With WATERBURY

PROCESS—Metal of correct hardness and thinness skillfully applied to cardboard, combining the best features of BOTH metal and cardboard boxes.

BEAUTY—Allows a variety of decorative treatments. Can be printed, lacquered, embossed, debossed, or silhouetted.

FINISH—A permanent sheen that will not tarnish or show finger marks. No sharp edges.

SALES — Increase perceptibly when Metalon boxes are used.



THERE IS A METALON BOX SUITED TO YOUR NEEDS

WATERBURY
PAPER BOX COMPANY
WATERBURY **CONN.**

"When You Think of Boxes
Think of WATERBURY"

Visit Our Booth
No. 109A

at the Third Packaging Exposition, Conference and Clinic, Hotel Pennsylvania, New York—March 7th to 10th.

Waterbury Paper Box Co.,
100 E. 42nd St., N. Y. C.

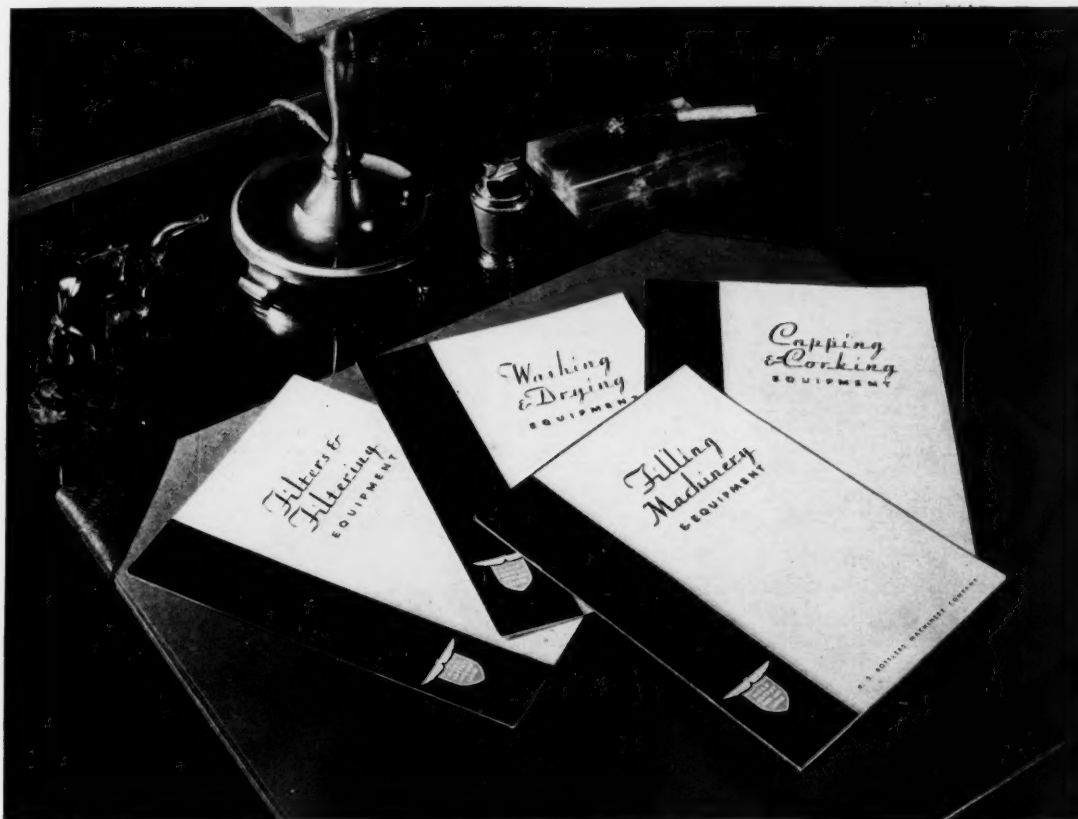
Gentlemen:—

We are interested in your Metalon Boxes for packaging. Please call or send full particulars.

Name

Company

Address



4 Interesting Books especially prepared for executives concerned with production

To help you in reaching the most efficient and economical solution of the various problems involved in bottling—U. S. Engineers have prepared the four pamphlets shown above.

Each subject is covered in an instructive and comprehensive manner, with numerous illustrations of the most up-to-date equipment, and photographs showing actual installations in prominent plants. These pamphlets are replete with information and will prove a valuable addition to the reference file of every production executive—whether his plant be large or small.

A request on your letterhead will bring these pamphlets to you without cost or obligation.

U.S.
BOTTLERS
MACHINERY
CO.
INC.

Bottling and Packaging Engineers

4015-31 No. Rockwell St. . . . Chicago, Ill.

LIKE THE FLASH OF A ROCKET

Apollo Metal

*Fascinates everyone
with its strikingly beautiful color effects*

Set-Up Paper Boxes covered or applied with Apollo Metal leave an impression in the mind's eye because of their incomparable beauty.

IMPRESSIONS MAKE SALES

Boxes (paper and wood) beautified with Apollo Metal are in great demand. The public is calling for them. They are boxes with a special appeal that have character and merit.

Manufacturers looking for boxes that will build sales and who wish to sell their products at a substantial profit will obtain that result by packaging their products in boxes ornamented with Apollo Metal that have that rare combination of beauty and utility.

Dress up your boxes with Apollo Metal, that sleek and modern non-staining metal to which any design required may be applied luxuriously combined with lovely tinted enamels.

Samples upon request.



Manufactured by

APOLLO METAL WORKS

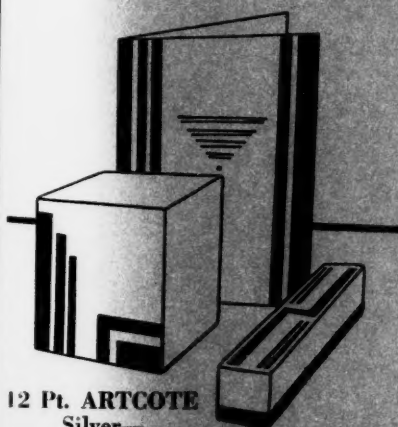
LA SALLE - ILLINOIS

This is the new

12-Point ARTCOTE CARTON STOCK

MADE especially for small cartons, display containers, booklet covers, folders, etc. Folds and scores perfectly. Another distinguishing feature is its superb printing surface. Inks lay on it with a smoothness and uniformity that gives joy to the pressman.

Taking all its advantages into consideration, how much more sensible it is to use **ARTCOTE** for work requiring a silver finish than to do a silver bronzing job with all the trouble and inconvenience it involves. Many printers find that **ARTCOTE** Silver plus one-color printing, compares favorably in cost with one color and silver bronzing, plus the stock. In addition, you have the satisfaction of knowing that the finished job will be superior in every respect when **ARTCOTE** is used.



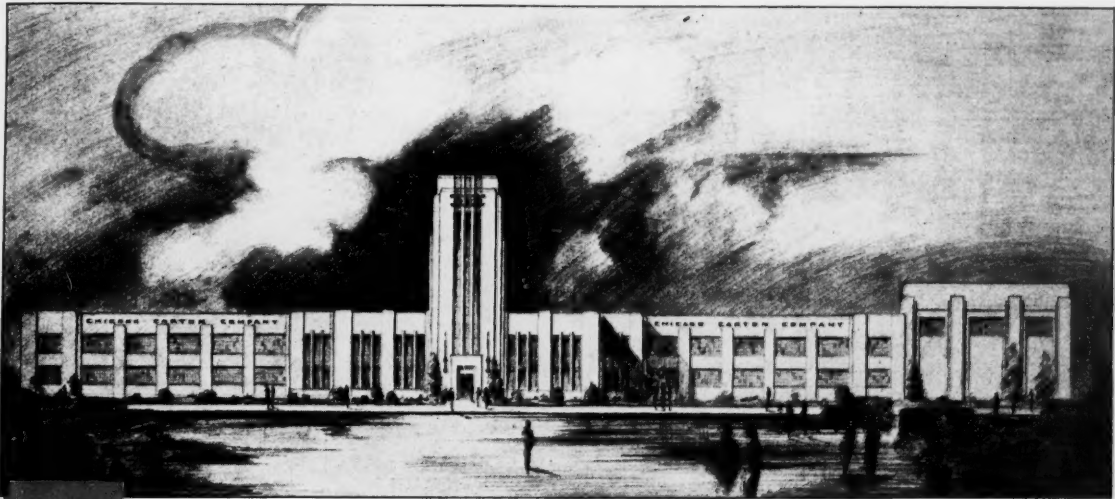
12 Pt. ARTCOTE
Silver—
No. 0312

Manufactured by

ARTCOTE PAPERS, INC.

IRVINGTON, N. J.

ARTCOTE



ARCHITECTS' SKETCH Construction will commence in the early spring, to be ready for occupancy by mid-summer.

C HICAGO CARTON COMPANY

Q U A R T E R O F A C E N T U R Y O F P R O G R E S S

1933—and the City of Chicago invites the world to see the marvelous achievements of a Century of Progress.

It is significant that in the same year the Chicago Carton Company completes a quarter of a Century of Progress.

We are proud to announce the construction of our new building, to be the most modern and efficient carton and label plant in the country.



Chicago Invites You to the
CENTURY OF PROGRESS

Chicago Carton Company Invites You to their
QUARTER CENTURY OF PROGRESS

1	9	0	8
1	9	3	3

CHICAGO CARTON COMPANY
4433 OGDEN AVENUE
CHICAGO



BETTER PACKAGES THAT COST *LESS* TO MAKE

A WAY TO HOLD AND GAIN BUSINESS AT A PROFIT . . .

Profit acquired by lowering your packaging costs is the only definite assurance of prosperity for 1933. Gaining that profit, and at the same time improving your package is an advantage obtainable by packaging and production units designed and built by New Jersey Machine Corporation.

If you make or use paper boxes, regardless of size or shape or contents, whether of the standard or deluxe type,—write for information on production profits, and send along samples of boxes for definite analysis.

NEW JERSEY MACHINE CORPORATION
16th Street Hoboken, New Jersey

Designers and Builders of Modern, Cost-Saving Production Units for 18 Years.

SOME NEW JERSEY MODELS

Tube Labelling—

For applying labels to multiple units of spiral wound paper cans.

Fully Automatic Boxmaking Units—

For making complete rectangular, triangular and multi-cornered boxes.

Speedbender—

For banding flat packages.

Sealing Machines—

For sealing packages against germs and odors.

Labelling—

Panel, package, carton and box labeling units.

Special Containers—

Custom designed units for specialized or individual requirements.

New Jersey Units are adaptable for Cereals, Food, Candy, Gum, Powder, Cosmetics, Soap, Scouring Powder, Paints, Cigars, Cigarettes, Billiard Chalk, Shoes, Gloves, Belts, Jewelry, Hosiery, Stationery, etc.

THE 20th CENTURY PACKAGE

... a window-top fibre can that is entirely practical and successful in use



It will give sales impetus to a variety of products that depend on visual or appetite appeal to promote sales.

An extremely rugged container, yet lighter in weight than your present package and can be sealed with a full wrap label.

Where metal tops and bottoms are specified they can be supplied in color to harmonize with the outstanding color of your label. May also be had with fibre bottoms.

Samples and full particulars available immediately.

FONDA CONTAINER CO.

UTICA, N. Y.

New York Sales Office: 41 Park Row

FASTENED

WITH

BOSTITCH

THE MODERN METHOD OF FASTENING



Thousands of manufacturers of small products are profiting by the speed and economy with which merchandise can be sealed in bags, or fastened on display cards with Bostitch Staples.

There is a Bostitch machine for every fastening, sealing, and tacking requirement—from light hand fasteners where work is handled in several departments to high speed foot and motor driven staplers and power stitchers where work is centralized.

Our representatives can offer many helpful suggestions as to better and more efficient fastening methods. Get in touch with our nearest office, or mail the coupon below for full information.



BOSTITCH SALES COMPANY, East Greenwich, R. I.

Two Bostitch Folders for your files for the asking. Please check and fill out coupon.
Bostitch, a Method of Fastening Many Things. ☐ Guarding Against Profit Thieves ☐

Name

Address



GUARDING
against
PROFIT
THIEVES

THIS IS
CRYSTALLON

Peach Color

Also available in White, Green, Yellow,
Pink, Blue, Rose & Lavender, as these
swatches.



OVER



CRYSTALLON

will spur your imagination to new creative heights — it will dispel sales resistance and thus help to enlarge your market.

Could you ask more of a box covering, even one so appealing as CRYSTALLON.

The beautiful crystal effect is suitable for any occasion, and the colors—well, judge them for yourself.

The cost—very moderate for such an outstanding paper. We will gladly send you the prices—and sample sheets too, if you want them.

STOCK: 26" Rolls—2 Reams each.
(Sheeting at usual rates)


COLORS: White, Peach, Yellow, Pink, Lavender, Rose, Blue, Green
(Special shades supplied in suitable quantities)



ROYAL CARD & PAPER CO.

"A Grade for Every Use"

ELEVENTH AVE. AND 25th STREET
NEW YORK, N. Y.



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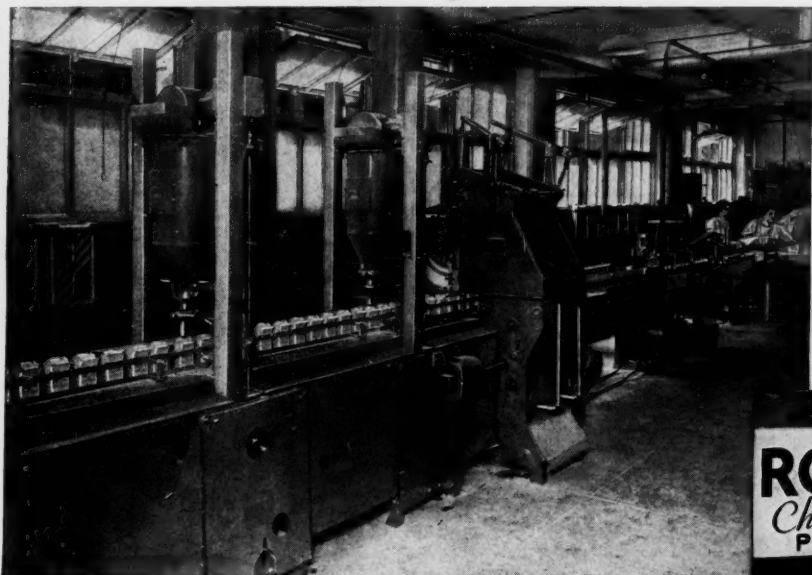
Carto
liner
hopp
1/16
carto

At th
conve
wrap

This
ever
efficie

★

This Packaging Line is Stokes & Smith*



*from
beginning
to end*



*It delivers 60 complete packages
per minute in the plant of the
Royal Baking Powder Company*

Two different styles of package are handled by one Stokes & Smith Packaging Line, when Royal Chocolate and Vanilla Pudding is given its final dress and sent to market.

The Royal Vanilla Pudding, weighing 2¾ ozs., is packaged in a printed carton. The Chocolate Pudding, weighing 4½ ozs., is tight-wrapped.

Cartons are fed knocked-down. They are automatically formed and bottom sealed. Next a liner bag is automatically plunged into the open cartons. They are then carried under filler hoppers, which automatically fill them to desired weight, without a variation of more than 1/16th oz. Filled, the liner bags are folded and tightly sealed in with the top flaps of the carton. The carton flaps are turned in and the carton tops sealed.

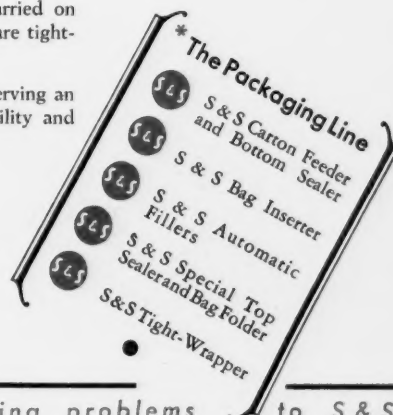
At this point the Vanilla Packages are complete. The Chocolate Packages are carried on conveyors to the S & S Tight-Wrapper, where their labels are glued on and they are tight-wrapped at the surprising rate of 60 cartons per minute.

This particular installation is but one of many designed by S & S Engineers, ably serving an ever growing number of manufacturers who demand the utmost economy, reliability and efficiency from the machines that package their wares.

STOKES & SMITH CO

PACKAGING MACHINERY
BOX MAKING MACHINERY
Frankford, Philadelphia, Pa.

**SEE OUR EXHIBIT
3rd PACKAGING
EXPOSITION
BOOTH 233
HOTEL PENNSYLVANIA
NEW YORK CITY
MARCH 7-10**



★ For economy and success, send your packaging problems to S & S

FEBRUARY, 1933 29

...DISPLAYS That Help

J & P COATS
BIAS TRIM
BOILFAST
FINE NAINSOOK
MERCEZIZED
THE EXPERT FOR COLOR MATCHING

MULTISIFIED
COCONUT OIL
SHAMPOO
Special

MARINELLO
READY TO USE

DISCOVERED—MILKING NEW WAYS
for MINUTE TAPIOCA
SEE RECIPES INSIDE EACH PACKAGE
MINUTE TAPIOCA

NEW SEGAL
RAZOR
100%
SEGAL BLADES

LE PAGE'S GLUE

DUSTIES
The Smartest
Dusting
Fabric
DUSTIES
Make your dusting
pleasanter and easier

Specially priced
LIFEBUOY
Shaving Cream

ZONAS
Adhesive
Plaster

**The Best
Package
can only
SELL
when it's
SEEN!**

ASK FOR BOOK
"MERCHANDISING
WITH DISPLAY
CONTAINERS"

EINSON-FREEMAN CO., INC.

Packages to SELL!

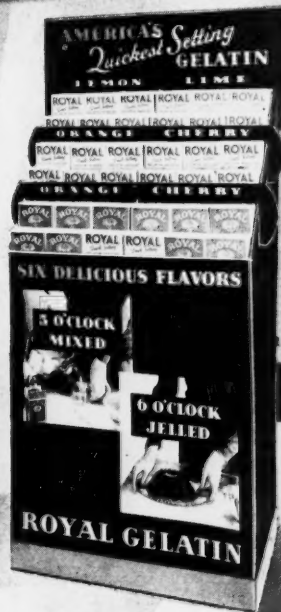
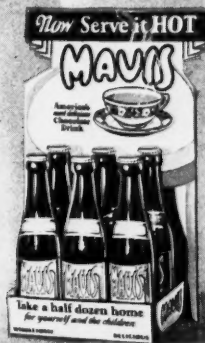
Specializing
in window and
store display
advertising



Here are a few of the patented Einson-Freeman devices that have had remarkable success in securing packages "preferred position."

They get in because they "fit in" with modern merchandising methods — and they win dealer preference because they actually SELL! If you want to assure your package preferential treatment in the store—

CONSULT AN
EINSON-
FREEMAN
EXECUTIVE!



LONG ISLAND CITY, N. Y. • NEW ENGLAND OFFICE, PARK SQUARE BLDG., BOSTON, MASS. • WESTERN OFFICE, WRIGLEY BLDG., CHICAGO, ILL.

Pep and Practicality

for the Package



...that competes
for the nickel ...
the dime ... or
the dollar



Party Dresses ... made of Alcoa Aluminum Foil ... for the Million-a-Day Sellers. Hershey's, Beechnut, Life-Savers, Peters', Mason's Peaks ... on down the list of Candies. Fleischmann's, Salada, Lipton's ... on down the list of Foods ... all wrapped in thin, tough sheets of Alcoa Aluminum Foil ... shutting in flavor.



Jars, too, made from Alcoa Aluminum ... Color dyed if you wish. Excellent containers for countless products, novelties, etc. May be used also, as slip covers for bottles and powder boxes. Many sizes, in natural aluminum or colored finishes. Covers of aluminum or molded material.

Travelling New Sales Roads in Collapsible Tubes of Alcoa Aluminum. Paints, Glues, Pastes, Adhesives, Greases, Ointments, Cements, Food Specialities and scores of other products can travel new sales roads with the protection, compactness and convenience of Collapsible Tubes of Alcoa Aluminum.



Even Volatile Essences can't pass these tight-fitting Alseco Aluminum Caps. Cap threads rolled automatically into the threads of each individual bottle. Essences sealed against escape, devitalization of air and moisture ... contamination of dust.



On packaging problems, write ALUMINUM COMPANY of AMERICA;
2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM
for Packaging

FOIL ... COLLAPSIBLE TUBES ... EXTRUDED CANS ... CAPS ... SEALS

The Newest Thing in Packaging



Patent Pending

WARNERPAKS

Attractive—Sturdy—Economical

This new package is going over big because it combines all those desirable features that manufacturers have long been seeking for their packages.

FANCY SET UP
PAPER BOXES

FOLDING
BOXES

MOLDED BOXES
& CONTAINERS

ARTISTS &
DESIGNERS ALWAYS
AT YOUR SERVICE

1st—It is a box with the attractiveness and rigidity of a set-up box at the cost of a folding box.

2nd—It is readily packed and closed because it is a one-piece box.

3rd—The empty Warnerpaks are economical to ship and store because they are shipped flat.

4th—Being readily opened up for display on the

dealer's counter, Warnerpaks stimulate sales at the point of sale.

5th—They are made in any size or shape and can be printed with striking colors, having a design developed for each individual customer.

Investigate the advantages of Warnerpaks for your product. Samples and full details on request.

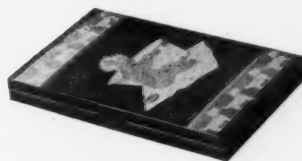
The Warner Brothers Co.

Bridgeport

Conn.

New York Office

200 Madison Ave.



WARNERCRAFT THE FINEST WORD IN PACKAGING

FEBRUARY, 1933

33



THE DIFFERENCE



between a lustrous, colorful, perfectly molded container and a container with a dull, drab, unattractive finish is the difference between a package that is an appealing self-salesman and one that is totally lacking in eye-value.

Resinox molded products are noted especially for the beauty of the finished articles—whether they be molded closures, containers or merchandise displays. Without buffing or polishing,

RESINOX

produces surfaces of exceptionally high gloss—free from blemishes of any kind.

Resinox containers are also distinguished for their strength and toughness—their non-hygroscopic quality and the permanence of their colors.

Your molder will be glad to give you further information regarding Resinox. Our technical staff will also be pleased to cooperate in any molding problem.

RESINOX CORPORATION

A SUBSIDIARY OF COMMERCIAL SOLVENTS CORPORATION AND
CORN PRODUCTS REFINING COMPANY

230 PARK AVENUE

NEW YORK CITY



Are You Thinking About

1. A Lower Cost Sales Package?
2. A Package with greater Eye Appeal?
3. A way to Increase Sales?
4. Lower Packing and Shipping Costs?

For Distinctive Economy **A UNION PAPER CONTAINER**

Designed and manufactured to fit the requirements
of Your Product and its Markets

Transparent — Semi-transparent — Window — Opaque — Moisture-
proof — Greaseproof — Siftproof — Single — Duplex

Do You Know That—

Auto Accessories
Bakers Products
Blankets
Candy

Chemicals (dry)
Coal and Charcoal
Coffee and Tea
Dry Foods and Fruits
and many other items

Drug Store Products
Infants & Adults Apparel
Nuts
Seeds and Bulbs

ARE PACKAGED IN UNION PAPER CONTAINERS?

And That—

Bananas
Coal
Coffee

Flour and Corn Meal
Hardware
Insecticides

Laundry
Pigments
Potatoes

ARE SHIPPED IN UNION HEAVY DUTY CONTAINERS?

For information applying to your product write

UNION BAG & PAPER CORPORATION

WOOLWORTH BUILDING

NEW YORK CITY

SEE OUR EXHIBIT—3rd PACKAGING EXPOSITION—HOTEL PENNSYLVANIA—March 7-10 Incl.

ACHIEVEMENT

in PACKAGING

FROM many new developments, Johnson engineers offer as a selection the following suggested machines for your consideration:

1. An 80 per minute combination top and bottom sealer with automatic feeder. (One machine for all 3 operations, super-speed and small floor space.)

2. A 30 per minute combination top and bottom sealer with automatic feeder and self-contained net weight scale. (One machine for all 4 operations and in less floor space.)

3. An 80 per minute combination bottom sealer, liner and feeder. (One machine for all 3 operations.)

4. On all sealers, now *convex* arch pressure for top seals, new individual presses for bottom seals (heavy pressure bottom sealing under continuous motion.)

5. A 60 to 80 per minute wrapping machine, photo-electrically controlled, registering printed design waxed paper or transparent cellulose. (Wrapper applied with full display (no seams) on broad and main panels.)

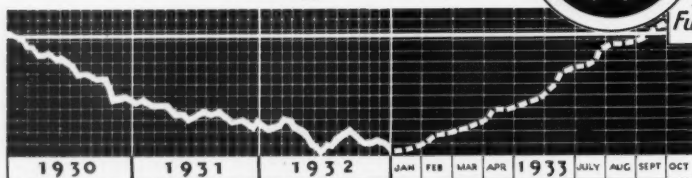
6. Quickly convertible wrapping machines (made *without cams*); accurate gross or net weight scales for weighing all types of non-liquid materials. Special machines, developed and built on order.

All these and many other types of packaging machines finely engineered and precision built. Let our package engineers review your new requirements with you.

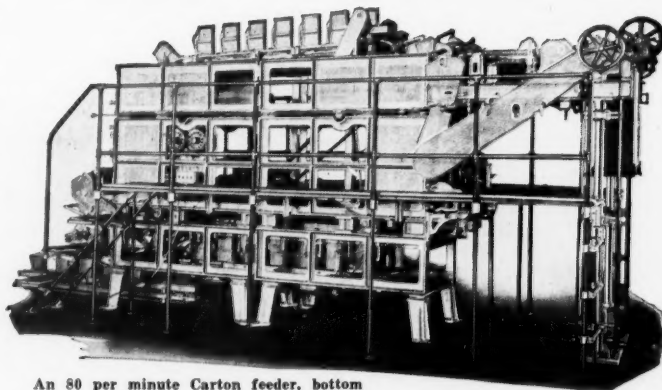
JOHNSON AUTOMATIC SEALER CO., Ltd.
Battle Creek, Mich.

JOHNSON

Greater Capacity

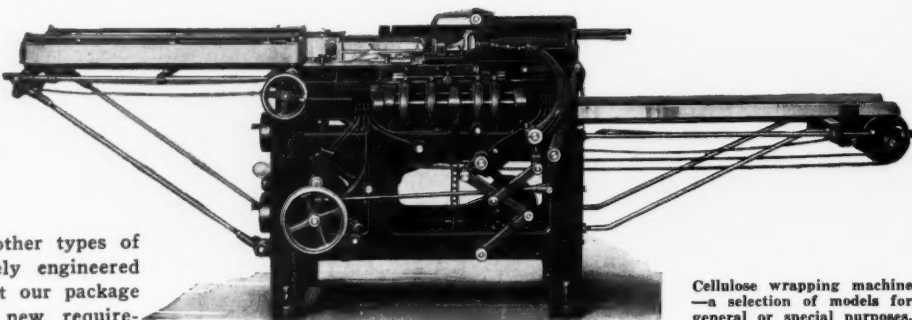


PACKAGING MACHINERY



An 80 per minute Carton feeder, bottom maker and lining machine—one machine in continuous motion.

*Packaging Design Forges Forward—
New Machine for New Markets*



Cellulose wrapping machine—a selection of models for general or special purposes.

*The
Upswing
Starts in
'33*

*Send
the
Coupon
Now
for
Full Details*

Mail to Johnson Automatic Sealer Co.,
Ltd.,
Battle Creek, Mich.

We would like to know more about the
Johnson Machines described here—es-
pecially the one numbered..... Our
product is and
package dimensions are x
x

Name

Firm

Address

City State

MP-2-33



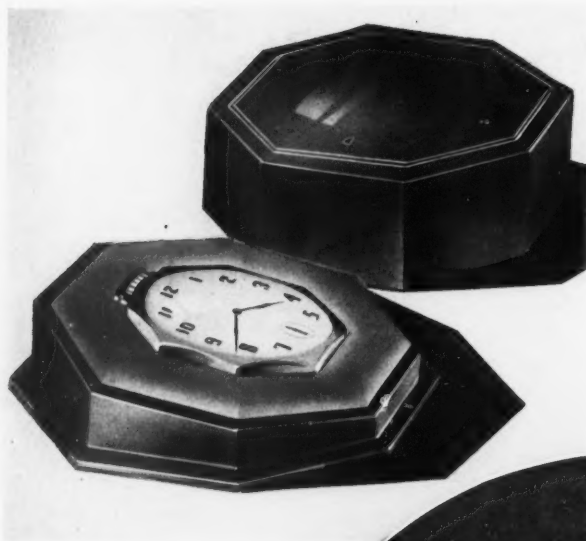
CLOSURES • VANITY BOXES
ROUGE BOXES
POWDER BOX TOPS
DUSTING POWDER BOXES
TALCUM POWDER CONTAINERS
ETC., ETC.

JEWEL-GLO closures, in brilliant gold effect, add an irresistible feminine touch to the La Sone Shoe Dressing bottles designed by Mr. A. Gluckman, of the Wise Shoe Co. Smart *Jewel-Glo* finishes are helping to make sales for a wide variety of products—from cosmetics to shoe dressing. We will be glad to show you how *Jewel-Glo* can help your products in the sales battles of 1933.



CONSOLIDATED Safety Pin Co., BLOOMFIELD, N. J.

OWNED BY THE MAKERS OF CHASE BRASS • NEW YORK SHOWROOM: 200 FIFTH AVE.



CHICAGO MOLDED CONTAINERS EMBODY PRACTICAL SALES- BUILDING IDEAS



CHICAGO Molded Containers "click" because they have sound sales-building values, strong eye-appeal and mechanical excellence.

The organization which has developed many outstanding molded containers is at your command. Its designing department can visualize new beauty for your product; its engineering department can perfect the details of construction; its production facilities are ample to meet the increased sale of your product which is bound to follow. Consult us about your packaging problems.



CHICAGO MOLDED PRODUCTS CORP.
2142 Walnut Street
Chicago, Ill.



**METAL EDGE PAYS
ITS WAY IN 77
Different Industries**

CHALLENGES YOUR CONSIDERATION

An outstanding manufacturer estimates Metal Edge saves him \$15,000 to \$20,000 a year. Another says "the Metal Edge method usually saves us at least 1/3 to 1/2 in packaging costs." ¶ But, though nationally-known concerns in 77 industries agree that this unique packaging method is the most economical way to secure the strongest paper boxes, this by no means tells the whole story. ¶ The Metal Edge method makes possible the fullest use of color and advertising programs. The strength of the boxes permits construction devices which might be impracticable with ordinary paper boxes.

- Whatever your business, the possibility of profit from use of the Metal Edge method challenges your attention. Consult our representatives at the Packaging Exposition—Booth 212—or write, without obligation, for the new Portfolio of Packaging.



**NATIONAL
METAL EDGE
BOX COMPANY**
334 NORTH 12TH STREET
PHILADELPHIA

THE STRONGEST PAPER BOX KNOWN

Cans

for dry products —

which of these fibre cans fits your needs?

Here are only a few of the many styles, sizes and shapes made to individual specifications, by SEFTON

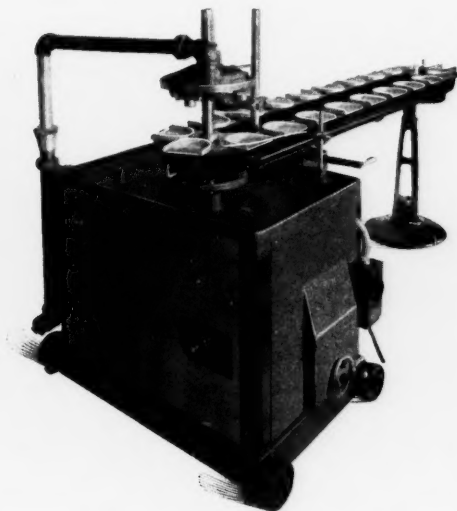
They are sturdily constructed — will not DENT!
Economical in small quantities — large quantities at great savings

SEFTON

SEFTON NATIONAL FIBRE CAN CO.
3215 Big Bend Road
MAPLEWOOD,
ST. LOUIS, MO.

NOW—EVEN LOWER PACKAGING COSTS

Today you demand—competition necessitates—lower packaging costs than ever before. To help you, our engineers are constantly developing better, more productive, more economical methods and equipment. Here are two such machines:—one of our newest, and one that 250 installations have proven an outstanding achievement.



The New "Vari-Visco" Filling Machine

for mustard, lard, apple butter, jelly, honey, syrup, and similar products. Also salves, creams, paint, etc. It is the famous Kiefer Visco re-designed—made even simpler, faster—yet retaining the fine accuracy of measure, the cleanliness of fill, for which the Visco has been unequalled for years.

Instant change or adjustment for different size packages. You turn a handwheel and an indicator moves on a gauge, and immediately you have the right fill. No cams, no gears, no pistons to set; nothing as simple or convenient ever built.

Automatic Rotary Vacuum Filler

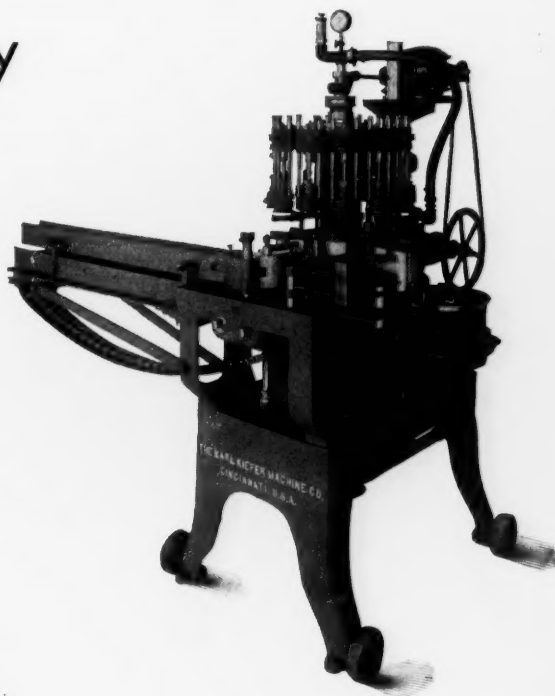
for medicines, emulsions, extracts, syrups, inks, shampoo, sauces, vinegar, catsup, oils, etc.

All are bottled neatly, accurately, rapidly, whether light or heavy—foamy or sticky. Regular or sprinkler top bottles handled perfectly.

Made in six sizes. Capacity, up to 150 bottles a minute.

Construction: stainless steel, pure nickel, monel metal, or bronze, as desired.

Then there are Kiefer semi-automatic, and hand-fed vacuum fillers, all types and sizes—see our catalog. When you write for it, tell us what your work is and let us see if, with our 35 years' experience and with our modern developments, we can help you. No cost and no obligation.



The Karl Kiefer Machine Company
Cincinnati, Ohio



Customers favor products that have **INVITING CLOSURES**

THE SALES APPEAL of your closure does not end with beauty alone. Good looks are a factor in selling, of course. But most buyers today are "closure wise." Having had much experience with glass packaged products, they demand convenience as well as good looks.

Easy removal is always a factor in the choice of the "closure wise" buyer. And if yours is a product that is used a little at a time, the resealing qualities of the closure are likewise highly important. Liners that deteriorate or come loose, cap shells that rust or corrode on the bathroom or pantry shelf can hardly be expected to win consumer favor.

Obtaining a closure for your product that is "right" from every angle is by no means a simple task. That is why so many important manufacturers are taking advantage of 7-Point Closure Service. The broad experience and complete facilities to be found at C. C. & S. smooth the way to a correct solution of every sealing problem.



Use this Service to obtain the
RIGHT CLOSURE FOR YOUR PRODUCT

CROWN CORK & SEAL CO. Baltimore Md.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



It's all in the CAP

MODERN PACKAGING

FEBRUARY, 1933

VOLUME SIX—NUMBER SIX

Clever—These New La Choy Packages

By D. E. A. Charlton

TO EVERY MANUFACTURER, sooner or later, comes the realization that his package, regardless of the product it contains, is directly competing for consumer preference with numberless other packages in any store. The latter is the proving ground on which, in the last analysis, the package with its advantages or defects is tested. Even though the manufacturer has obtained a preference for his product through the maintenance or improvement of quality, he must, if he is to retain the old and attract new customers, give serious consideration to the proven fact that the attractive package will be remembered when the name of the manufacturer or his trade mark have been forgotten.

To admit the inability on the part of an old-established package to build or even retain sales is oftentimes a difficult confession for the manufacturer to make, even in this enlightened day. Traditions are hard to down; there is trepidation and misgiving. On the other hand, there are to be found those progressive companies who, anticipating the time when their packages will fail to register approval in the minds (and eyes) of the buying public, have

studiously attacked the problem of package redesign to find that the results obtained confirmed their judgment and, in many instances, exceeded their anticipations.

An interesting example of such a group is La Choy Food Products, Inc., of Detroit, Mich. Pioneering in the packaging of imported ingredients for the making of Chinese dishes in American homes, this company has enjoyed a wide distribution among retail stores and markets since its establishment. But, even with this recognition of quality, it was felt—to quote French Jen-

kins, sales manager of the company — that "there was little, if anything, in the appearance of La Choy packages to distinguish them from other canned products on the grocers' shelves, nothing to express their personality as one's clothes express an individual's personality and nothing to protect them against the unscrupulous imitator."

The original labels were, in common with others of the same period, selected without any great consideration as to customer sale effect. To show the company trade mark, to identify the various products and facilitate handling were the main func-



After filling, capping and labeling, La Choy bottles are carefully inspected for shipment

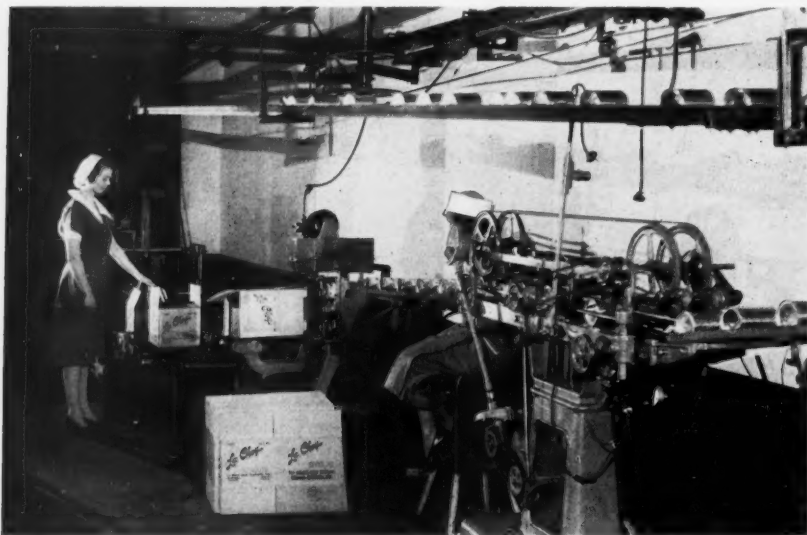
tions required of the label, and little thought was given to further attainments of the package.

In determining its plan for restyling and redesigning the entire line of La Choy packages the company considered the following factors, as enumerated by Mr. Jenkins:

1. To develop an original arrangement of design and color so strikingly different from the labels on all other

now recognized as of primary importance in the marketing of any product.

Following the establishment of these objectives, considerable time was spent in experiments with various designs and colors in order to arrive at a result that would meet successfully all requirements, maintaining a balance between attractiveness, utility and manufacturing practicability. That this was accomplished to the satis-



Labeled automatically at high speed La Choy cans are fed to casing machines for placement in corrugated shipping cases

packages that it will stand out boldly against any type of background and in sharp contrast to all other and, particularly, competitive products which might be displayed in close proximity to La Choy packages.

2. In accomplishing the desired arrangement, to create a definite atmosphere of smartness and simplicity by avoiding over-dress, thus appealing especially to the woman who is responsible for the selection of the items at point-of-sale.

3. To develop labels which could be registered and copyrighted to protect La Choy from any possible piracy.

4. To create a distinctive over-all design which would establish a personality for the packages—one which could be associated only with the La Choy family of related products.

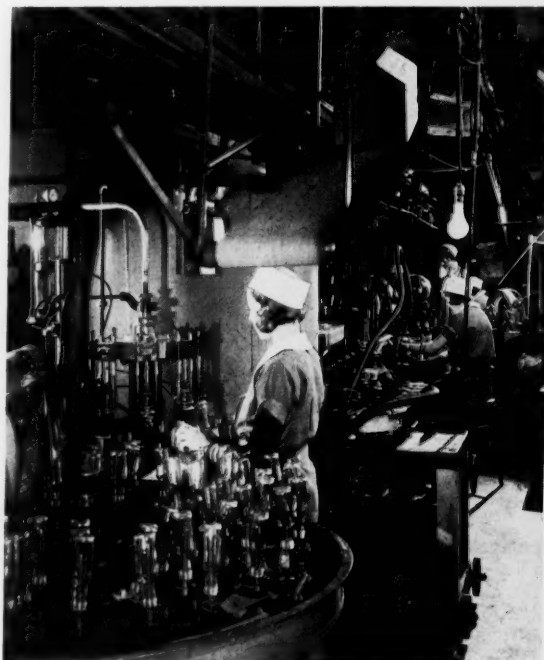
5. To create a design which would permit the use of colors variously to distinguish each of the individual La Choy products.

6. To create a design which would subconsciously be associated with the Chinese origin of La Choy products but would at the same time convincingly indicate that the finished products are prepared according to the most rigid American standards.

7. To provide for an adequate description of the contents of each package and for the simplest possible instructions for the use of each item of the La Choy line.

8. To develop a design which on labels, packages or containers, cartons and shipping cases, recipe booklets, stationery and advertising would produce the ensemble

faction of the company is evidenced by the fact that in their new dress La Choy products have shown consistent and progressive sales. As may be seen from the illustrations in the accompanying pages, (*Continued on page 71*)



Bottles, after complete washing and rinsing, are vacuum filled, capped and labeled

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The 1932 All-America Twelve

★ Campana's Italian Balm ★ Owapi Crayons
★ O'Cedar Wax Cream ★ J. D. Fly Spray
★ Mennen Brushless Shave ★ Ashaway Fishing
Lines ★ Johnson & Johnson Modess ★ Lowenfels'
Hotel Bars ★ Canada Dry Display ★ Bauer &
Black Cotton Picker ★ Mary Chess Toiletries
★ Log Cabin Maple House

WITH all of its available display space occupied, the Exhibit Room of MODERN PACKAGING presented a striking and colorful picture when it was opened to the judges of the All-America Twelve competition on January 30. Here could be seen packages of every description, complete with their contained products, and examples of all the known packaging materials—an inspiring group, certainly, and a convincing tribute to the progress made during the past year by the packaging industry.

It was no simple task with which the committee was faced—the selection of the twelve outstanding packages, each being chosen from the group in which it was classified. The total entries numbered 357, but several of these were required to be placed in more than one group so that the actual judging considered an even four hundred packages. Classified by groups, the entries were as follows: Bottles and jars, 93; cartons, 74; set-up boxes, 56; displays, 52; metal cans, 33; wrappings, 23; collapsible tubes, 17; shipping containers, 13; molded plastics, 13; fibre cans, 11; miscellaneous, 8; and family group packages, 7. Each of these exhibits was arranged separately and so judged by the committee.

Instructions to the judges were as follows: "The judges will proceed to each of the group exhibits and will select therefrom that package which in their opinion is the outstanding one in conformity with the factors stipulated in the table of rated points. Should the committee fail to reach a unanimous verdict on one particular package, each member has the privilege of selecting that package which he feels is outstanding. In any event, each of the packages so chosen from any one group will be numerically rated according to the opinions of each member of the committee. In this way it will be possible to eliminate those packages which would normally receive a lower rating than that required for

consideration in the final total scores. Each one of the twelve groups will be judged in accordance with the above procedure. A rating card will be provided for each package so chosen.

"It will be noted that a potential rating is given to each one of the stipulated points appearing under the three headings: Appearance, Sales Value and Construction Value. These potential ratings represent a perfect mark for each item and offer a basis which can be used by the judges in their opinion as to the merit of the various points on each package."

In the final judging the following points were considered:

1. Appearance
 - (a) Design Balance or Harmony
 - (b) Size
 - (c) Shape
 - (d) Typography
 - (e) Illustration
 - (f) Color
 - (g) Style
 - (h) Originality
 - (i) Appeal
2. Sales Value
 - (a) Display Value at Point of Sale
 - (b) Convenience
 - (c) Advertising Value
 - (d) Re-use Value
3. Construction Value
 - (a) Protectability
 - (b) Suitability for Product
 - (c) Adaptability to Production

Each of these points carried a potential rating as a basis for the marking of the judges in the expression of their opinion on each of (Continued on page 60)

By Way of Introducing

The Judges of the 1932 All-America Twelve

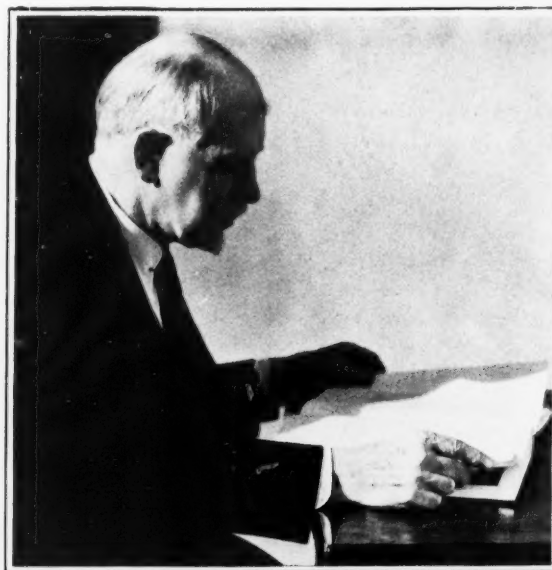
EARNEST ELMO CALKINS is one of the two founders of the advertising organization of Calkins & Holden and was president of that company from 1926 until 1931, when he resigned and retired from active advertising work to devote himself to literary pursuits. Mr. Calkins' chief contribution to advertising might be summed up as an improvement of its physical appearance—a better use of art and typography to make the message more acceptable. In the same way, he was a pioneer in the movement for better design in packages as well as in the products themselves, and the first public record of this movement was his article in the *Atlantic Monthly* in 1927, "Beauty the New Business Tool." He organized the first exhibition of Advertising Art, now held annually by the Art Directors Club. In 1925 he was awarded the Bok Medal "for distinguished service to advertising," being the first individual to receive it. He was the author of the first text book on advertising, and has published six books.

H. E. PRESTON modestly states that his past history scarcely bears investigation. That such a statement should be discounted, however, is evident from the fact that he is now assistant general manager in charge of Sales Service for R. H. Macy & Company, Inc., New York City. His work covers all phases of operating connected with the actual selling: namely, sales clerk service, cashiering and packing.



H. E. Preston . . . Retailing

WILLIAM M. BRISTOL, JR., is vice-president in charge of production for Bristol-Myers Company, manufacturing chemists, having entered the employ of that company in 1919. Under his management the company has achieved an enviable reputation in operating efficiency at its Hillside, N. J., plant and has been responsible for the original adoption of many packaging methods which have become accepted practice.



Ernest Elmo Calkins . . . Advertising

KATHARINE FISHER, director of Good Housekeeping Institute, is widely informed on the consumer's angle of packaging problems. The Institute, as an editorial department of *Good Housekeeping* magazine, is a well-known clearing house on housekeeping and home management questions. It was established twenty-five years ago and, because of its outstanding pioneer work, now occupies a unique position as consultant to both manufacturers and consumers. The selection and use of packaged foods and other household products are no small part of the homemaker's responsibilities, and many thousands of housekeepers depend upon Good Housekeeping Institute for assistance and counsel on these purchasing problems. "Tested and Approved by Good Housekeeping" is to many housekeepers the hallmark of quality, not only on household appliances, but on packaged foods, cosmetics and other toilet accessories as well.

BURTON L. PITCHER has a practical knowledge of and interest in packages through his connection with



William M. Bristol, Jr.
Production

food products sales of the Beech-Nut Packing Company, Canajoharie, N. Y. His experience in assisting to create and approve packages for his own company as well as his close touch with the wholesale and retail trade provide an excellent background for the expression of opinions concerning package design and construction.

LEROY FAIRMAN has had a long and varied experience in merchandising and advertising. His career began as a copy writer in the old Charles Austin Bates Agency, from which so many well known advertising men were graduated. One of the three founders of the Ethridge Company, he was secretary of that organization for several years, and left it to become editor of *Advertising & Selling*, which position (Cont. on page 60)



Katharine Fisher
Consumers



Burton L. Pitcher . . . Sales



Leroy Fairman . . . Merchandising



**Cup Winning Entry
in Metal Can Group**

Rating: 87%

Company using package: Walgreen Company, Chicago, Ill.

Designer: Anton Eisele.

Can: American Can Company.



Photo by Reinquist

**Cup Winning Entry
in Carton Group**

Rating: 82.3%

Company using package: Campana Corporation, Batavia, Ill.
 Designer: Harry H. Farrell.
 Carton: Container Corporation of America.
 Bottle: Owens-Illinois Glass Company.
 Label: Edwards & Deutsch.
 Molded Closure: Colt's Patent Fire Arms Mfg. Company.
 Wrapping: Du Pont Cellophane Company.



**Cup Winning Entry
in Fibre Can Group**

Rating: 90.8%

Company using package: Bauer & Black,
Chicago, Ill.

Designer: Gustav B. Jensen.

Fibre Can: W. C. Ritchie Company.

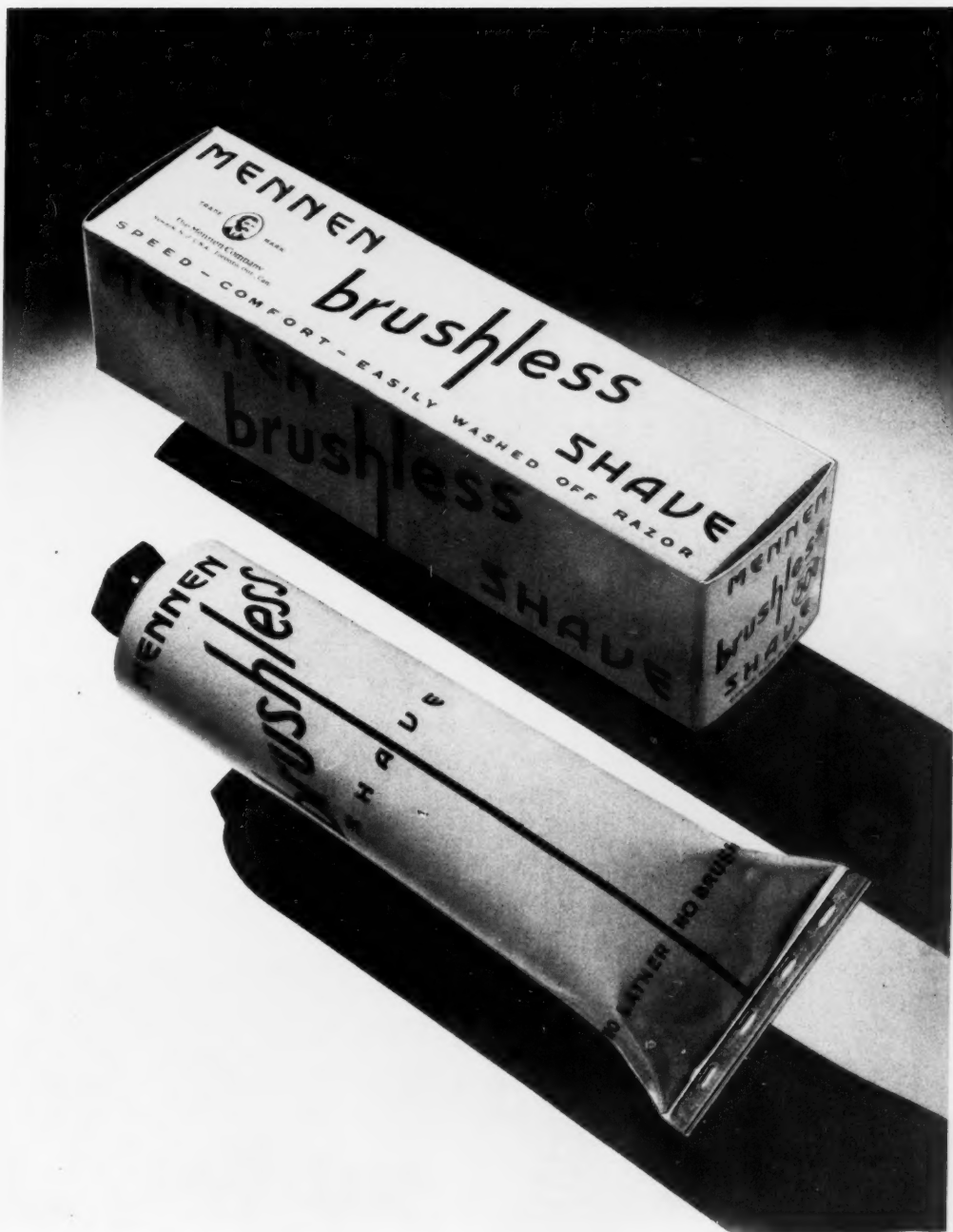


Photo by Rehnquist

**Cup Winning Entry in
Collapsible Tube Group**

Rating: 91.1%

Company using package: The Mennen
Company, Newark, N. J.

Designer: Edwin H. Scheele.

Tube: Peerless Tube Company.

Carton: International Folding Paper Box
Company.



**Cup Winning Entry in
Bottle and Jar Group**

Rating: 89.6%

Company using package: O'Cedar Corporation, Chicago, Ill.

Designer: Simon de Vaulchier.

Bottle: Owens-Illinois Glass Company.

Closure: Phoenix Metal Cap Company.

Label: Fred Klein Company.



Photo by Rehnquist

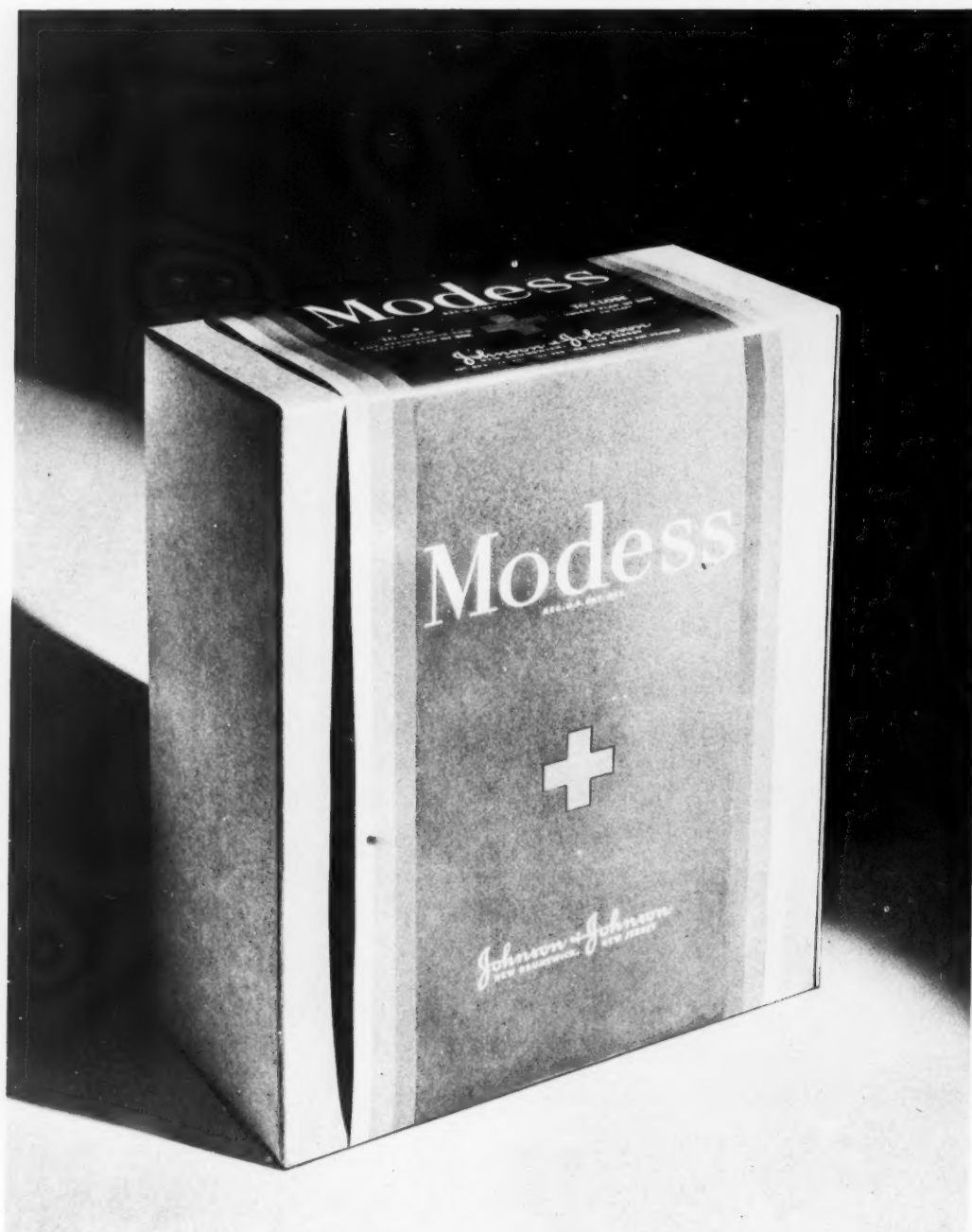
**Cup Winning Entry
in Set-up Box Group**

Rating: 86.7%

Company using package: Standard Crayon
Mfg. Company, Danvers, Mass.

Designer: Martin Ullman.

Box: Casco Paper Box Company.



**Cup Winning Entry
in Wrappings Group**

Rating: 86.4%

Company using package: Johnson & Johnson,
New Brunswick, N. J.

Designer: Arthur S. Allen.

Wrapper: E. H. Jacobs Printing Company.

Carton: Robert Gair Company.



Photo by Rehnquist

**Cup Winning Entry
in Displays Group**

Rating: 87.6%

Company using package: Canada Dry Gin-
ger Ale Company, New York City.

Designer: Arthur S. Allen.

Display: American Label Company.

Bottles: Salem Glass Works.

Labels: American Label Company.

Foil: Reynolds Metal Company.

Caps: Consolidated Cork Company.



**Cup Winning Entry in
Molded Plastics Group**

Rating: 83.5%

Company using package: Ashaway Line &
Twine Company, Ashaway, R. I.

Designer: J. T. Crandall.

Molder: Diemolding Corporation.

Resin: Bakelite Corporation, General Plas-
tics, Inc.

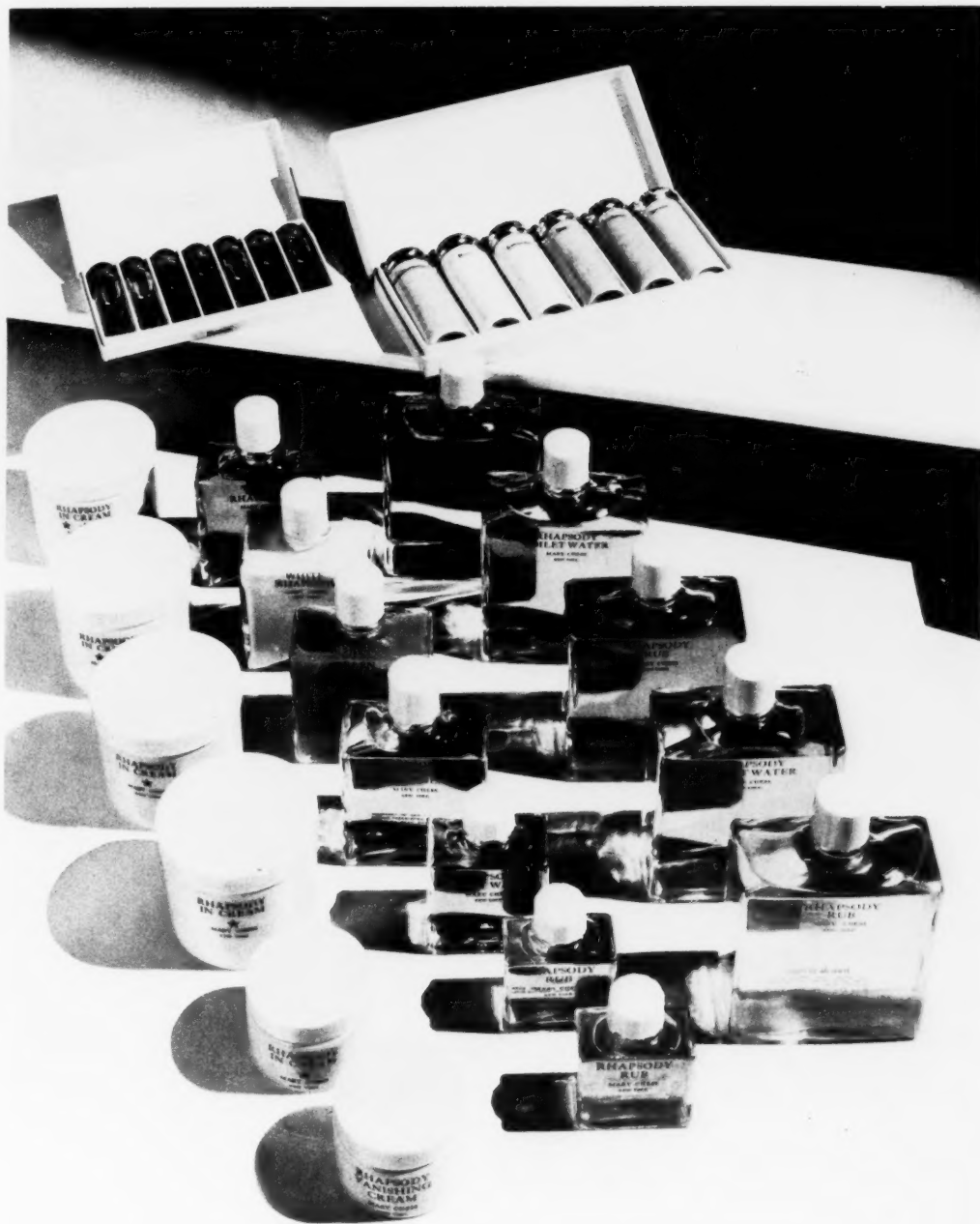


Photo by Rehnquist

**Cup Winning Entry
in Family Group**

Rating: 75.8%

Company using packages: Mary Chess, Inc.,
New York City.
Designer: Mrs. Avery Robinson
Bottles: Hazel Atlas Glass Company, Carr-
Lowrey Company.
Jars: Colorcraft Containers Company.
Set-up Boxes: Young Brothers.
Closures: Colt's Patent Fire Arms Mfg.
Company, Kurz-Kasch Company.
Labels: Palm-Fechtler Company.



**Cup Winning Entry in
Miscellaneous Group**

Rating: 79.6%

Company using package: Maple Grove
Candies, Inc., St. Johnsbury, Vt.

Designers: L. W. Abbott and H. R. Whaley.

Wooden Box: L. W. Abbott.

Carton: Bay State Box Company.

Ribbon: Du Pont Cellophane Company.



Photo by Rehnquist

**Cup Winning Entry in
Shipping Containers Group**

Rating: 81%

Company using package: Frederick F.
Lowenfels & Son, New York City.

Designer: Albert Lowenfels.

Container: Container Corporation of
America.

The All-America Twelve

(Continued from page 45) the packages selected from each group. The averaged totals of the scores given by the committee determined the winners.

On the foregoing pages are illustrated the winning packages with the respective ratings of the group in which they were classified. Mentioned also are the names of the designer and the suppliers of the materials used in the assembly of each package.

To each of the manufacturers by whom these packages are sponsored and used will be presented a silver loving cup, to be known as the MODERN PACKAGING 1932 ALL-AMERICA TWELVE CUP, suitably engraved and carrying the designation of the group to which the package belongs. Acknowledgments, appropriately inscribed, are to be presented to the designer, to the material suppliers and to those manufacturers of equipment who have contributed to the design, construction and assembly of each of the winning packages.

The announcement of the 1932 All-America Twelve competition appeared in the December, 1932, issue of MODERN PACKAGING. It was then stipulated that entries of packages could be made by any of the following:

- a. Manufacturing companies making use of such packages.
- b. Material manufacturing companies who have furnished any component part of such packages.
- c. Machinery manufacturing companies who have furnished equipment for the assembly of such packages.
- d. Package designers or organizations responsible for the submitted designs.

Any number of different packages could be submitted by the above companies.

The closing date of the contest was January 25, 1933, and it was further stated that a complete (filled) sample should be sent. It was on this latter point that several packages were disqualified. However, the only deviation from the original announcement was the substitution of the "Family Group" for that of "Wooden Boxes," there being only one entry in the latter group.

A study of the various points which were considered in the judging of the packages will show that account has been taken of *all* the factors that should properly enter into the design, construction and functions of a successful package. The grades allotted to each of these points indicated, in the opinion of the judges, the relative approach to a hypothetical perfect score. However, as stated in the January issue of MODERN PACKAGING, "The competition is not intended as an attempt to glorify packages nor does it aim to establish a superiority of one package over another or seek to place any of the suppliers thereof in a position of undue prominence. On the contrary, it represents an earnest and sincere gesture to formulate a basis whereby the user of packages can determine a measure of what constitutes the successful

package, taking into account *every condition* in its proper order of importance. Accomplishing this will aid in the approach toward a better understanding as to why certain packages fail "to make the grade" while others receive favorable and immediate reaction."

The winning packages are worth careful study and analysis. In fact every one of the submitted entries will bear close inspection for, as a group, they furnish a splendid example of what is today the most powerful aid to successful retail sales.

It is not to be expected, of course, that there will be complete agreement, among all of those who entered the competition, as to the decision of the judges—and this is but natural, for the pride in one's own product is a very human and justifiable failing. But the die has been cast, the judges have rendered their decision on the submitted entries and the 1932 All-America Twelve takes its place as an established selection.

Besides determining a set of present-day standards in each classification of entry, the submitted packages also are representative of the progress which has been made in the development of designs and packaging materials. Furthermore, these developments have brought about a better understanding or interpretation of the principles which underlie package design and the functions which can or should be performed by the package. In this respect particularly, the year 1932 has surpassed the preceding ones. The manufacturer is learning to plan his packages more effectively, to take advantage of every consideration, to realize to the full on his package investment.

The generous response accorded by entrants to this competition, the enthusiasm and splendid cooperation of the judges and the general interest which has been shown in the All-America Twelve have been most gratifying and are truly significant of the spirit displayed by all of those who are associated with or an integral part of the packaging industry. To all of these who have made this competition possible, MODERN PACKAGING extends its sincere thanks.

The twelve winning packages, together with all other packages entered in the All-America Twelve competition are now on display in the Exhibit Room of MODERN PACKAGING, 425 Fourth Ave. (29th St.), New York City. An urgent invitation to view this display, which will remain intact until March 31, is extended to all of our readers.

Introducing the Judges of the 1932 All-America Twelve

(Continued from page 47) he held for four years. Later he was copy chief of the J. Walter Thompson Agency, and was subsequently for nine years secretary of the Charles C. Green Agency, where his time was chiefly occupied in the planning and execution of merchandising campaigns. He is now vice-president of the International Art & Advertising Service, New York City.

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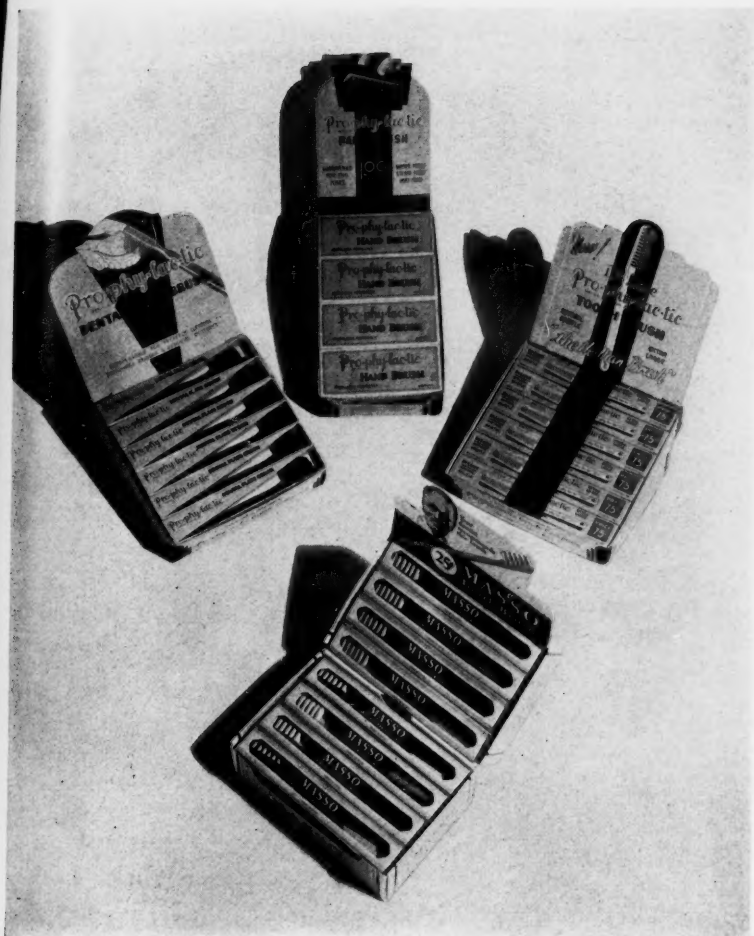


Photo by Rehnquist

New Brush Displays

By Francis A. Westbrook

ANTICIPATING that 1933 would be a year in which every possible way of stimulating sales would be necessary, the Pro-Phy-Lac-Tic Brush Company thought it advisable to bring out three new products, and to provide up-to-date counter displays for all of them, as well as for one of its older products. These products have met with a ready acceptance by the trade, and the indications are that the advantages hoped for are being realized, although it is too early to give quantitative results. What this company has done may suggest something of value to other manufacturers who have merchandising problems, even in different lines.

The three new products are the "Masso" tooth brush which sells for 25 cents to meet the present market conditions, the "Pro-Phy-Lac-Tic" dental plate brush which has been provided with special bristle tufts designed to adopt it to its particular use, priced at 50 cents, and the "De Luxe Pro-Phy-Lac-Tic" tooth brush which has four rows of bristles and sells for 75 cents, catering to the higher priced trade.

The "Pro-Phy-Lac-Tic" hand brush which retails for \$1.00, and which is not a new product, has been given a new counter display carton of a design uniform with the two other items in the "Pro-Phy-Lac-Tic" line. Thus it will be seen that the latter three products, namely, the tooth brush, dental plate brush and hand brush, all have display containers of uniform design and color scheme, and that the fourth product, the inexpensive "Masso" tooth brush in a different price class, is displayed in a container of entirely different design and color scheme so that there may be no confusion between them.

Each article in the "Pro-Phy-Lac-Tic" line is provided with its individual box. The dental plate brush has an open faced box covered with transparent cellulose but the other two do not have this. The individual boxes and display containers all carry the same color scheme, which is yellow, red and black, the trade mark "Pro-Phy-Lac-Tic" and other data. All have the uniformity which suggests the same line of brushes. On each display container there is, (Continued on page 124)



Getting the Package to the Point of Sale

By Floyd L. Miller

The Barta Press

Human interest, application of product and individuality characterize this Noonan display

TOO MANY PACKAGES in my store," remarked the Main Street retailer, "are wallflowers, so old fashioned that only old flames ever dance away with them. And how they do suffer by comparison with these stylish, modern packages that are so colorful, so graceful and so right up to the minute that it seems a shame to keep them up there on the shelf where most of their good looks can't be seen."

And this retailer is right—there is no profit ever in a beautiful package if it blushes unseen on the dealer's shelf. But how to get it down on to the counter where it can be seen, appreciated and bought, that is the question. Someone has said that the most important three feet in sales are the three feet between shelf and counter. Lucky indeed is the package that jumps these three feet and lands at the point of sale where it can be examined, handled and bought. It is well known that customers do like to handle products before deciding to buy.

T. Noonan & Sons Co., long recognized as clever merchandisers, are not content with merely beautifying their packages, but make sure that these packages reach the point of sale closest to

the prospect by supplying the retailer with the kind of counter displays that do their own selling quietly, effectively and continuously. Note how all the elements of successful selling are combined in their small but effective Lemon Cream display: human interest, application of the product, individualized sales points, all centered around the package. While the package alone could not accomplish these results, the combination of package and display is irresistible. An interesting and novel feature of this display is that it does not require an easel, because the product itself supplies all the support neces-



One product provides an introduction for another by means of the Cain's double display

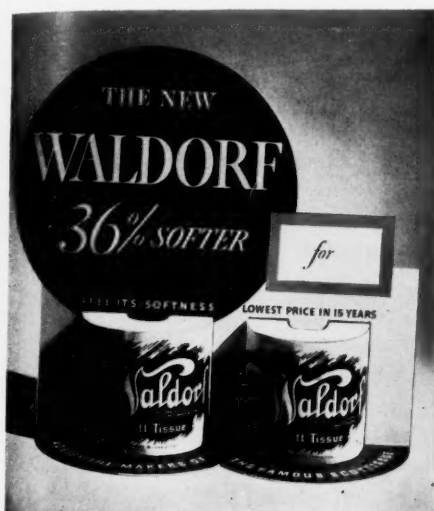
sary. In fact, without the product, the display cannot be used. Also each display is a single piece of cardboard, printed flat and shipped flat, and, when erected, it folds in two directions to form a shelf. The scoring for the folds and dieing out of the cards are both done at the same time. That the hinges made by the folds are strong enough to remain in position without trouble is due to the use of a new kind of coated paperboard with an unusual feature that makes it especially suited for displays of this and similar character. A mill in Fitchburg, Mass.,

forceful style, they immediately attract the attention of the potential buyer.

The Cain's double-display serves a dual purpose: that of providing an effective and convenient background for an established product, and at the same time encouraging its sale by the offer of a complimentary package of another product. No effort on the part of the sales clerk is required to explain the offer—the sale is automatic.

The Waldorf two-roll display, in addition to stressing the comparative quality of the product, makes the appeal of price and also effects a tie-up with the reputation of the manufacturer. Obviously, if all these selling points were included in the copy used on the individual wrappers it would lose much of its effectiveness.

The Ballard display sign, most simple in construction—it can be stuck almost anywhere—is an attention-getter, and the message it carries is particularly conducive to sales. The reproduced package enables easy identification of the actual container, and the conveni-



A frank appeal to the sense of touch is made in the two-roll display of Waldorf tissue

Attached at right angles by means of steel needles to shelf, counter or door frame, the Ballard all-around-the-store display incites interest



A card, a can, a sale as quick as Skat!

had conceived the idea of a coated cardboard that could be folded in any direction to make its own hinges wherever folded. They evolved the simple method of building the hinge right into the card stock by inserting in the middle a layer of tough kraft paper. The result is that wherever this kraft-in-middle stock is scored and folded, the tough kraft acts as a sturdy hinge. Of course, the smoothly coated surface is capable of reproducing any desired printed or lithographic effect. T. Noonan & Sons Company and numerous other advertisers have been quick to make use of this unusual combination, because it enables them to wrap their displays around the package to an extent never before possible. Some other adaptations of this new method of displaying the package at the point of sale are shown in the examples illustrated.

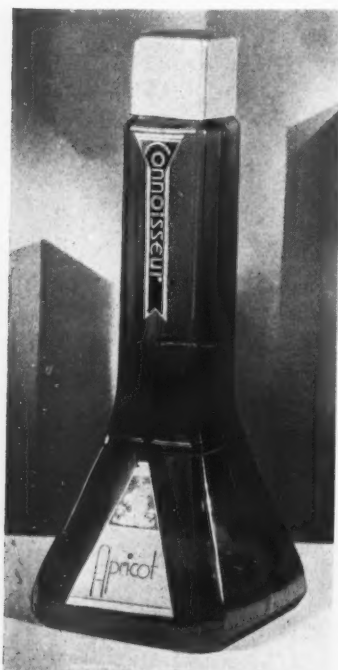
Each of the examples shown tells its own sales story, and in so doing supplements or amplifies whatever accomplishment is attained by the individual package that it displays. By presenting these sales messages in bold,

ence suggested by the message that is part of the display encourages the housewife to ask for that particular package.

The Skat display enables the manufacturer to make an effective repetition of his trade-mark name, to emphasize quality and to point out the need for the utilization of his product. Without this background, the package itself does not receive the attention that is merited by the product, but given the display the retailer has an opportunity to do full justice to the product on his shelves, counter or in his window.

New "Fill-Me-Up" Decanter

Ben-Burk, Inc., Boston, Mass., introduced a new idea in the packaging of its "Connoisseur" brand of cordial



flavorings in the use of a tall amber bottle with a tapered base and metal slip-over cap to match the silver label design. The package was created by Owens-Illinois.

A novel feature is the utility value of the package. When the consumer purchases the cordial, the bottle is not entirely filled, making it unnecessary to measure for any mixture which may be desired. Also the bother of finding a larger container for mixing purposes is eliminated. The bottle is merely filled

up, a couple of shakes, and the content is ready for serving. Need more be said?

Industrial Management Today

Selecting a number of examples of successful management procedure as practiced by companies of acknowledged worth, and presenting these in the form of a constructive plan or summary that reflects the operation of present-day industry is the work which Francis A. Westbrook has ably performed in his new book "Industrial Management In This Machine Age." This method of treatment, as compared with many of the usual theoretical discourses that have appeared on the subject, is not only of greater practical value but offers a study that is understandable to the student of economics and management as well as to the executive.

As stated by Stuart B. Rowe in his introduction to

Mr. Westbrook's book: "Industrial management is being given the recognition to which it is entitled. Guiding principles have been evolved and means for carrying out these principles have been developed. As no two concerns are identical in all respects, it is impossible to expect them to respond to identical treatments. Methods that have proved successful in one business cannot be bodily transplanted to another. The variations and differences as to size, nature, personnel, or other influencing factors must be considered, and the methods chosen adapted to suit the particular conditions obtaining. This does not infer that the same underlying principles have been changed or violated, but merely that their applications have been modified to suit the particular requirements."

"Industrial Management In This Machine Age" covers 424 pages, including charts, and is published by Thomas Y. Crowell Company, New York City.

Easier to Get At

A new carbon paper package, with a thumb notch in the cover for easy removal of carbon sheets without lifting the package cover or removing pack from the stationery drawer, has been placed on the market by Snyder-Gross, Inc., New York City. The new package, called Pikpak, is being well received by the trade and large consumers. It is patented by the manufacturers. The cover was designed by George Switzer.

Pikpak is glassine wrapped for air and moisture protection. It contains twenty-five sheets and comes four packs in a box. The ordinary box of one hundred con-



In this handy package carbon sheets are easily available

tains four folders of loose sheets. In addition to easy removal of carbon sheets—only one at a time can come out—patented construction causes carbons to be delivered with cut corners. These cut corners, and the extra $\frac{3}{8}$ -in. additional length over standard size carbon, allow the typist a finger grip for easy withdrawal of carbons from between the second sheets.

Package Identification and Protection

By Waldon Fawcett

NOW that the U. S. Senate has struck a blow against "pretender" packages, their story may be told. High time, perhaps, that there was full exposure of an insidious racket that is mounting to the proportions of a menace to the entire institution of packaging-for-consumer recognition. But until an appeal to Congress for relief could no longer be postponed the most injured victims of this unmentionable package abuse were most insistent upon discreet silence lest the purchasing public become unduly alarmed.

In the suddenness with which the news of the legislative crusade has broken upon packaging circles it has been difficult to convey to packers in some commodity lines that a new species of evil is at their doors, or at least is just around the corner. "Oh, yes," sighs one jumper-at-conclusions, "I suppose we shall always have with us the pest of substitution of goods." As though there was nothing to this latest alarm but the old bogey of something-just-as-good which is offered as an equivalent in character and function but is not necessarily a masquerader package in physical appearance.

Or, harken to the dismissal of that other sophisticate who says to the bearer of news: "Just too bad. isn't it, but that's old stuff now—the perennial infringement of trade marks and the imitation of copyrighted labels." Both these conclusions are wide of the new mark. Here-tofore, most of the ills of substitution and the mix-ups of commodity identity have occurred because of the presence of reminiscent packages—packages that bear more or less resemblance in dress to standard items, or bear nicknames that have a familiar sound, but are actually different enough to dodge a charge of package forgery. The intruders which it is now sought to eject are of the more brazen type; viz, Chinese copies of the packages for which they are to be "passed off."

Veteran packers in some lines scarcely remember the time when they did not uncover an occasional fraudulent facsimile package. But the present burst of package counterfeiting on a large scale started quietly about ten years ago and has been growing ever since. A heritage of the illicit liquor traffic is this counterfeiting of legitimate products, packages and labels. For their own purposes, bootleggers of liquor enlisted organizations and facilities capable of reproducing, to the last detail, historic liquor containers and labels. And soon, it became a repetition of the old story of excess productive capacity. The traffic in pirated liquor brands was not sufficient to keep the counterfeiters busy. So they turned to other scenes suited to their talents—notably the drug trade.

Considering the activity that is now manifest by the American Drug Manufacturers' Association, the packers

most poached upon got away to a slow start in their drive to stamp out counterfeiting. The explanation lies in the fact that the packers did not hear the news from defrauded consumers. If purchasers at retail became disgruntled, because of the package deception practiced upon them, they silently took it out in a withdrawal of patronage. It remained for the packers to receive a still alarm from the agencies of distribution.

The marketing of counterfeit packages (drug packages, at least, which are most numerous) has been carried on almost wholly outside the regular channels. Peddlers, carrying their package stock in automobiles, have canvassed the wholesale trade to some extent but mostly have gone directly to retailers. Always, with the bait of very considerable price concessions on standard, nationally advertised packages. Sometimes the packaged goods have been offered as fire salvage or bankrupt stock. Latterly the racketeers have played upon the supposition that more or less "distress merchandise" is floating about.

With buyers at below-market prices bound to secrecy, it was naturally a considerable time before the news leaked. But gradually it did leak, incident to manufacturers' routine check-ups on the stock in the hands of distributors. Even with the plot exposed, two circumstances favored the counterfeiters. The first was the fact that the counterfeiting was closely centralized at a few points—conspicuously in New York City, New Jersey, Atlanta, and at one or two places on the Pacific Coast. The second deterrent to quick and widespread detection was the excellence of the counterfeits. Package colors have been imitated to a nicety and the spurious labels—taken from the originals by photographic process—are, in many instances replicas so perfect as to all but baffle detection even when specifically sought. One packer was enabled to spot his most dangerous enemy only because the counterfeiter copied a package bearing a label of earlier vintage in which appeared a hyphen that was omitted in later editions.

The Call to Congress

Why have the shorn packagers come to Congress? That is not the least interesting part of the story. At first the responsible houses, fearful that national publicity would make the public shy of all packages for fear of black sheep, undertook to handle the matter by means of prosecutions for fraud in the local courts. And not without results. In one Eastern city where the prosecuting attorney discovered in his own medicine closet, colored water under the familiar cover of a trusted anti-septic, a counterfeiter was sent up for three years. But, even so, the penalties were not severe enough to halt the game. Counterfeiters, with their package-shadowing

machinery safely hidden, developed the trick of moving at short notice to a new location and setting up in business under a new name.

What more than all else, however, prompted the appeal to Congress was the appearance of a fresh bogey. When, following the last National election, it appeared that repeal of nation-wide Prohibition was a foregone conclusion, the victims of package counterfeiters foresaw the danger that, with some of the old sources of revenue closed, the forgers would redouble their raids in the general commodity field and would be tempted to mimic every packaged article "selling on appearances" at a price that would warrant the manipulation. In support of this belief came the news that the counterfeiters, who had started by falsifications of packaged pills, mineral oils, etc., were turning their attention to distinctively bottled perfumeries and familiar toilet articles.

So, leaders in the drug packaging field laid their cards on the table at the Capitol and asked the legislative drafting experts to prepare a bill that would catch all the package violators. Among the prime movers in the movement are houses such as E. R. Squibb & Sons; Parke, Davis & Company; Sharp & Dohme; Eli Lilly & Company; John Wyeth & Brother; Johnson & Johnson; The Upjohn Company; The Maltine Company; Hynson, Westcott & Dunning, etc. But the firms whose wares have not been counterfeited are making common cause with those whose packages have illegitimate "doubles." The campaign is conducted by the American Drug Manufacturers' Association.

Copeland Bill, a Bulwark for Packages

It is tremendously significant, when one pauses to realize it, that Senate Bill 5149 which seeks to outlaw counterfeit medicinal preparations undertakes to accomplish this by outlawing forgery in the dress and designation of the goods. As a matter of fact the bill sponsored by Senator Copeland does not specify the fake drugs as such but makes it unlawful for any person to sell, offer for sale or have in his possession any drug to the container or wrapping of which there shall be affixed any false, forged or counterfeit label or any die, plate, brand, engraving or other article intended to use in the making of such "label."

Perhaps some of our readers may wonder why the term "package" was not employed instead of "label" in fashioning what is plainly intended to be a package protective measure. The answer is that "label," as here employed, is the more comprehensive term. However in paragraph "d" of Section 2 of Senate Bill 5149 it is duly set forth that the term label shall include any printed matter or other device designed or affixed by any means or in any manner whatsoever to any bottle, package, box or other container or wrapping for the purpose of designating the producer, manufacturer, packer, owner or seller of the contents. From the above it will be seen that the reasoning of the experts at the Capitol is that inasmuch as every pirate-proxy of a standard

article must be specified by package or called for by name it is quite sufficient for the protection of "the genuine" to lay the penalties of a felony upon any one who forges the package form and title or counterfeits the characteristic attire of the goods. The penalties, it may be added, may include fines up to \$5,000 and imprisonment for as much as 10 years, in addition to seizure and destruction of counterfeits—quite the stiffest sentences with which package-raiders have ever been threatened.

Outside Present Regulatory Scope

Granting that it is clear to all bystanders that the present plaguey generation of package counterfeits cannot be reached under the trade mark or label copyright laws, nor yet under the Design Patent Law, an onlooker may yet raise another point of order. Why cannot counterfeit drug items, specifically, be reached under the Federal Food and Drug Act? The more readily since the "Pure Drugs" statute is enforced by a special branch of the Government, the U. S. Food and Drug Administration which is notoriously sensitive to "misbranding." Almost any citizen would guess that label forgery and package counterfeiting should be within the purview of "misbranding." But Federal officials won't have it that way.

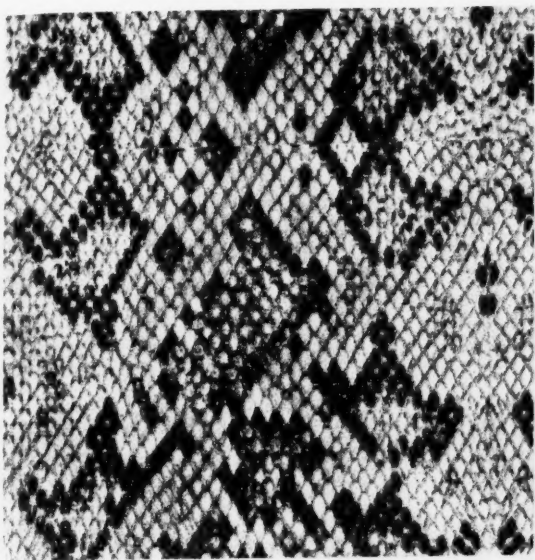
Outlining for MODERN PACKAGING, the position of the Food and Drug Administration, an official spokesman said: "Members of the Administration know that the practice of counterfeiting containers and labels of well known articles of drugs which have, through character or advertising acquired extensive good will, is one which has prevailed for a longer period than the life of the food and drug act. The Administration has repeatedly received complaints on this score.

"While it is recognized that such a practice is contrary to the strict terms of the food and drugs act, it is the Administration's view that label forging without debasement of the product is distinctly a matter of manufacturing rather than consumer interest. It has been suggested consistently to manufacturers, who complained that their brands were being forged, that they avail themselves of the greater degree of protection accorded through the medium of civil suits. Our funds are all too small to control violations directly involving the public welfare.

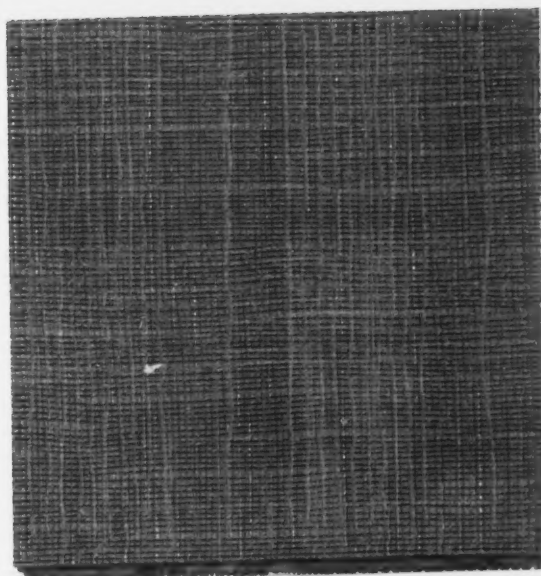
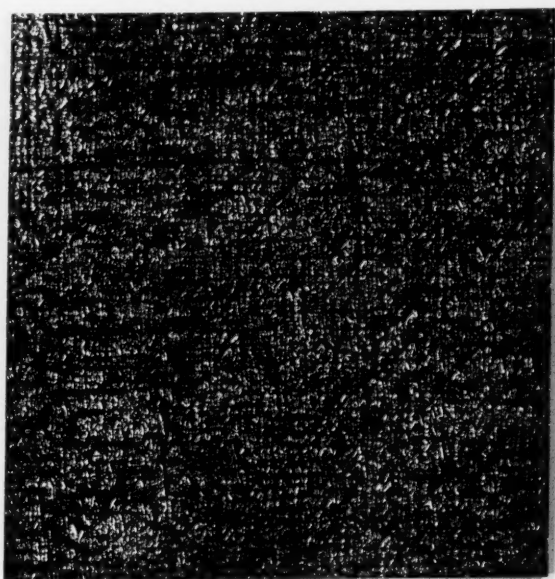
"But when, as sometimes happens, the product upon which forged labels are used is itself debased, a different situation obtains. In such cases, action under the Food and Drugs Act has been and will continue to be inaugurated in the interest of the consumer. It is our understanding that if Senate Bill 5149 is passed, its enforcement will be delegated to the Department of Justice rather than to the Department of Agriculture."

Lest it be thought strange that, with package counterfeiting bobbing up all over the commodity map, the Senate Bill should be restricted to the drug lines, let us whisper that this was dictated (Continued on page 114)

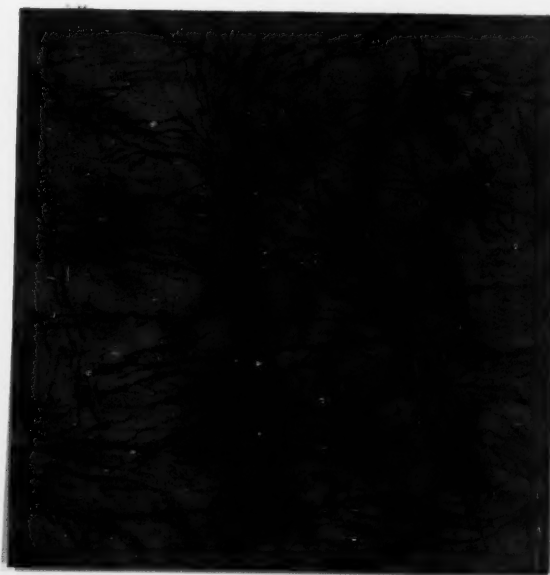
Decorative Coverings for Packages



Making use of embossing, this paper offers a most life-like imitation of reptile skin. Produced by Royal Card & Paper Company



Expressing a daintiness in design and color this new Strie linen reflects conservatism and good taste. Manufactured by M. H. Birge & Sons Company



Above: Simulating leather in texture and coloring, this "Cornova" design by Hampden Glazed Paper & Card Company offers a durable and attractive box covering

At left: A gold imitation foil in embossed pattern. Manufactured by the Beveridge-Marvellum Company



Photo by Heetfield

An impetus to sales is expressed by the package through use of design and trade name.

Packages That Talk Product Uses

IF THE PACKAGE is to help sell the product it contains, the design which it carries should be expressive; it should leave no doubt in the potential customer's mind as to the function and efficacy of that product. Every advantage should be taken of the possible display space to "put across" a definite selling message. Wherever possible, a name which designates the use of the product should be used, and the significance of that name indicated in the design. The above, briefly expresses some of the ideas which are successfully carried out in the design of a multitude of packages that are being used by the Midway Chemical Company, Chicago, Ill., manufacturing chemists and products of nationally

known household cleaners, polishes and insecticides.

John Glover, president of the company, is a package enthusiast, as one may judge from a study of the extensive collection which is displayed in his office. Here may be found packages of every type, ancient and modern and including a great number in the design and planning of which he has been directly responsible. Proving first the reliability and quality of the company's products, it is his belief that the public will buy those products and continue their use if they are placed in convenient containers which serve, by means of their decoration, to express utilization.

The accompanying illustrations show but a few of the

typical packages which are used but are sufficient to indicate how Mr. Glover's beliefs have been put into practice. In the "Radiant" brands, the trade mark functions not only as an expression of the utility of each product but also permits the use of an effective and easily understood design. The trade name on each of these products is likewise indicative of its use, and each label carries that intimation further by portraying the object to which the product is to be applied. Of particular effectiveness in the latter instance is the manner in which the design of the "Stovbrite" containers is carried out. Here, the outline of that part of the stove which would customarily be given a high polish, because of the metal plate, is permitted to "show through," being formed by the natural lustre of the tin used in the container. The same idea is also well applied for other products of the same brand, such as "Metlbrite," "Machine Oil" and others. The Aeromop, shown with the accompanying group of Radiant products, while not a package of course, is a further example of trade mark expression as exemplified by the Midway company. In this instance the shape of the mop simulates the wings of a plane and affords several advantages over those of usual design. The mop, when packed, is placed in a gold and blue carton which carries the trade mark on the top, ends and sides.

The "Garden Spray" package is perhaps the most colorful of any of those employed by the company for it depicts a complete scene, and yet does this in such a way that the allotted display space does not appear to be crowded. Each detail is faithfully carried out in its proper color, the sales message is effective and other requirements are distinctly placed and well balanced.

Again, in the "3 Shakes" package the prospective purchaser is at no loss to understand the use of the product, and this impression is further emphasized by the design carried on the container. The convenient spout needs no explanation and is, of course, an added incentive to the purchase of the can. The figure "3" is in a bright red, with "Shakes" in yellow and "Weed Killer" in black letters. These appear against a neutral background and afford good visibility for display purposes.

Among other products, not shown in the illustrations, are "Fly Ded," "Moth Ded," "Roach Ded" and a similar list, besides numerous polishes, paint removers, etc. The containers for each of these carry individual designs which express or "talk" product uses.

The packaging of these products involves no particular problems for the customary systems of filling and capping are followed, both automatic and manual methods being used. Due to the similarity of many of the products, such equipment as is employed for these purposes is interchangeable.

Reproduced in color the accompanying illustrations would show to an even greater degree how the Midway Chemical Company has utilized its packages to create sales through the "product use" appeal. Photos on this page are by Heetfield, courtesy of the Giles Can Company.



Redlerizing—

A Modern Motive in Material Handling

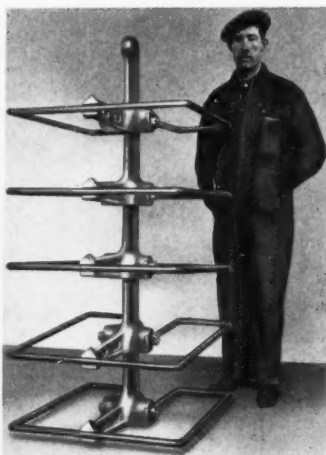
By William K. Embleton

Pneumatic Scale Corporation

AN OBSERVER, witnessing a demonstration of the Redler Conveyor may feel like a gentleman at the zoo, who, catching his first glimpse of a giraffe, exclaimed, "It's a lie, there ain't no such animal."

Picture, if you will, a series of metal pieces shaped in the form of a "U," "T," or "H," these pieces fastened to and equally spaced on a cable, the cable drawing these shaped metal pieces or flights, as they are called, through an enclosed box or casing. The metal pieces form, in a way, the frame-work of a series of square boxes—without sides or bottoms. Picture these metal frames filled with coffee, flour, beans, sand or coal being lifted in a strictly vertical line with the coffee, flour and other materials simply resting on the frames without spilling or dropping through the open bottoms.

The above brief picture of the Redler continuous flow principle of conveying, so fascinatingly simple in action, accounts for the genuine and wide-spread interest aroused by the recent introduction of this conveying system in America. The interest evinced in this new conveying law is not only one of curiosity, but brings out very clearly the fact that even in these times of deflated markets, business is willing to spend money for equipment which indicates that with its use definite economies in the production and moving of materials or the high quality of a product can be maintained.

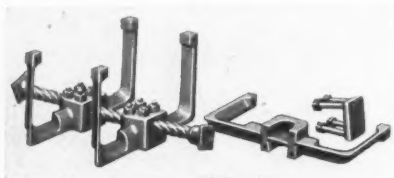


Conveying links of the largest Redler Conveyor yet built, which easily lifts 400 tons of wheat an hour through a vertical trough

It was an English flour miller, Redler, who discovered the continuous flow principle of conveying while seeking a means to draw flour from his bins expeditiously and economically. These bins were of wood construction, several stories high. Difficulty had been experienced in unbinning the flour, and he assumed there should be a way out of the difficulty with the exercising of a little mechanical ingenuity.

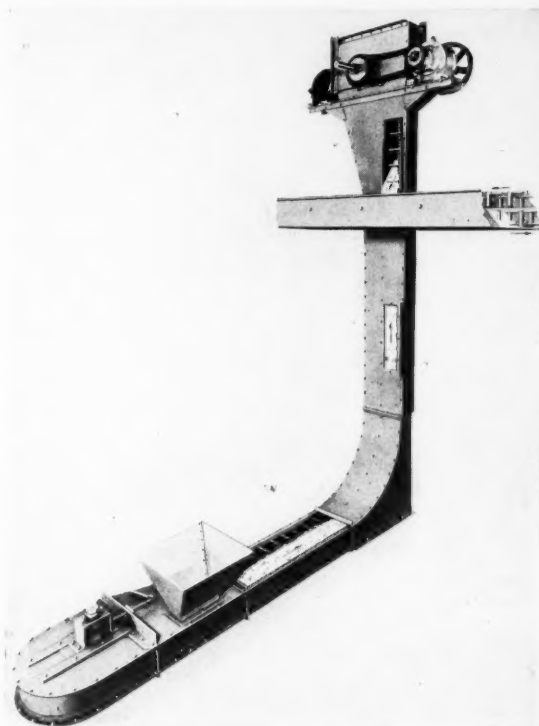
Carrying on a series of experiments to find a way to hasten the discharge of flour from his bin, Mr. Redler conceived the idea of making a live bottom to the bin by cutting slots in the floor and running an endless chain under and over these slots. His thought was that these moving chains would cut off a portion of the flour from the bottom

of the pile. This portion would (Continued on page 118)

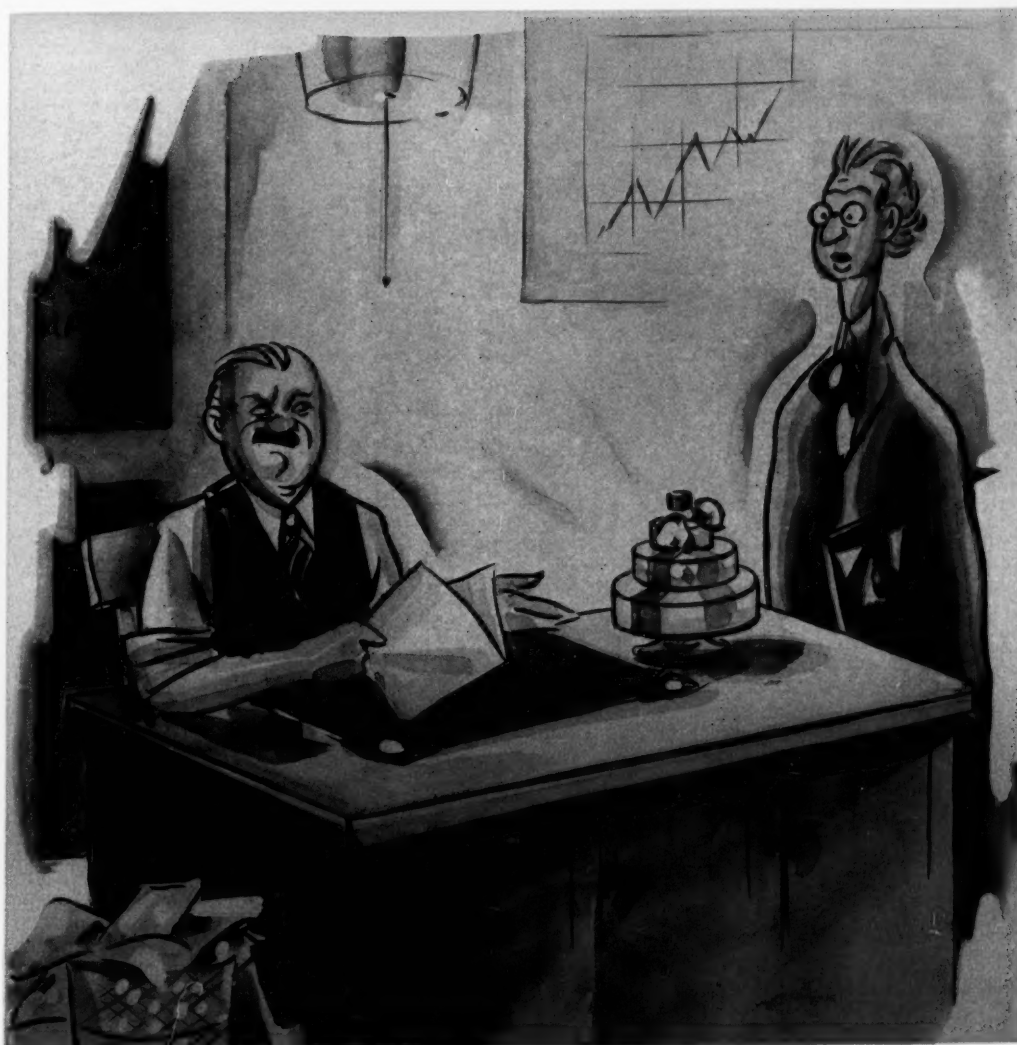


Section of Redler Conveyor chain showing construction of links and cable

Redler Conveying has been a well-known term in foreign countries for about twelve years, but was practically unknown in America until about two years ago, when the English manufacturers, elated at its success in Europe, Africa, Australia and other parts of the world, made arrangements for its manufacture and sale in the United States.



Redler Conveyor carrying material both horizontally and vertically. Sections cut away to permit observation of the flow of material



"SO THAT'S THE PACKAGE OF THE CENTURY... EH?"

Possibly the gentleman with the glint in his eye is a production manager—which would account for his slightly skeptical air.

As a hard-headed business man he's naturally suspicious of radical innovations. He knows that some packages, even though artistic, can prove perfectly impossible in actual production—considering *economical* packing and sealing processes. And who doesn't have to consider economy today?

★ ★ ★

Anchor has always been strong for good looks in packages and in closures. We've preached it for years, and are fully convinced of the sales power of pleasing appearance. Yet we're more than sympathetic with production-minded men. It's almost an obsession with us that a closure first and last be practical.

On the one hand, we admit there are other closures on the market besides Anchor that are attractive in appearance—although Anchor takes off its hat to none in the matter of good looks.

But on the other hand, what we do say, as emphatically as we can, is that every single Anchor style is designed, first of all, to do the best possible sealing job—to adequately protect the products for which it is adapted. They have been developed and improved by sealing experts, by men familiar with production problems, by an organization that for a quarter of a century has been making closures to fit packaging methods and production conditions...economically.

★

ANCHOR CAP & CLOSURE CORPORATION
Long Island City, N. Y. . . . Toronto, Canada
BRANCHES IN ALL PRINCIPAL CITIES

ANCHOR

MOLDED CAPS



MOLDED CAPS WITH APPLICATOR DEVICES



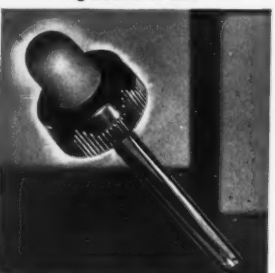
● STYLE A CAP



● STYLE P CAP



● STYLE D CAP



● STYLE N CAP

● In the foreground is the Anchor Molded Bottle Cap, a style that has rapidly come into popular favor and been adopted as standard for hundreds of drugs, toilet preparations and specialties. Note the finely knurled design that aids the fingers in gripping, which is an advantage both to the manufacturer in application, and is appreciated by the consumer in using the product.

Back of the standard bottle cap are shown the jar cap with its severe and simple lines; and the medium and tall bottle caps with their conservative Gothic design to give them smartness without flashiness, to accentuate their height and to provide a good gripping surface.

★ ★ ★

In order to provide maximum convenience for the user, certain products can use to advantage various types of applicators that are an integral part of the package. For meeting these conditions, Anchor Molded Bottle Caps are supplied in a number of variations to accommodate different types of applicators. The closures and liners designed to accommodate the applicators are furnished by Anchor; the assembling with the applicator device being done either by the packager or the manufacturer of the applicator.

Style A Cap is constructed with a projection for insertion of a glass applicator rod or quill brush.

Style D Cap has the same sort of projection of a suitable size to accommodate a wire dauber.

Style N Cap is provided with a hole molded in the top, into which is inserted a nipple and dropper tube. The nipple is so constructed as to hold the tube in place.

Style P Cap has a solid pin over which a quill brush is fitted and cemented.

Designed

• FOR EFFICIENCY

● Caps made of plastic materials are inherently beautiful; the material itself rich and lustrous. Added to that, Anchor has created special designs for the different styles to take full advantage of the beauty of the material. Anchor Molded Caps are conservative, dignified, well proportioned, tasteful.

But beyond appearance, Anchor Molded Caps are unique in other ways—in their sealing efficiency, in their adaptability to either machine or hand application, in their ease of removal and convenience to the consumer. It is these less spectacular but highly important points of superior efficiency that we want to emphasize.

★ ★ ★

The sealing results provided by Anchor Molded Caps are attributable to certain specific features of construction. Chief among these are the *liner retaining ledge* and the *liner recess*. These consist of a ridge or projection which encircles the inside of the cap; and the recess above it into which the liner fits. The function of these two features is to hold the liner securely in place; and yet at the same time allow it to rotate freely as the cap is applied or removed.

By ensuring that the liner always stays in place, the product is never left unprotected. Hence a positive safeguard is provided against leakage, evaporation or deterioration of the contents. And against consumer or dealer dissatisfaction, as well.

More directly, too, the manufacturer benefits—because these features make practical machine application; because they permit caps to be delivered completely assembled, saving time and expense; because they make unnecessary the use of over-size liners which are apt to buckle, wrinkle or cause cap breakage; because they permit the liner to rotate freely, thus preventing injury to its surface from imperfections in the glass as caps are applied, removed, or reapplied.

The *scientifically constructed thread* in Anchor Molded Caps is specially designed for application to glassware made to Glass Container Association standards. It is broad and shaped to conform to the glass thread and to give a firm, sure grip around the entire circumference of the bottle. Its length is exactly predetermined to prevent jamming or interfering with the proper seating of the liner. The unique thread construction promotes an even distribution of sealing pressure, provides greater strength to the cap, and is the determining factor in easy application and removal.

In the medium and tall styles, the thread is exactly the same length as in the other caps, enabling them to be applied with a minimum number of revolutions, and adding to their convenience for the consumer to remove and replace.

On the inside of the top of the cap where it contacts with the

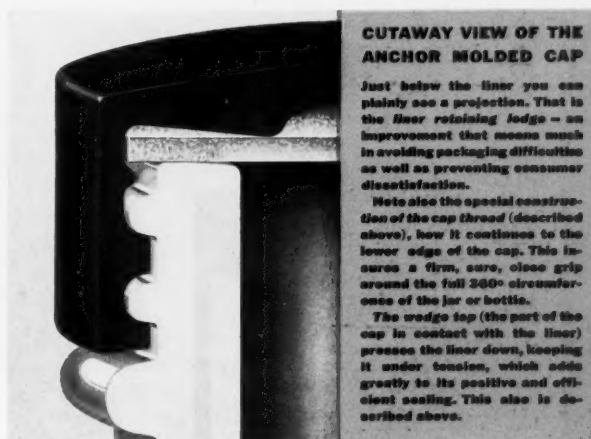
liner, the surface is not horizontal but slopes slightly toward the center. This *wedge top construction* increases the pressure on the liner at the point of contact with the top of the glass container, providing a tighter seal. It also forces the liner to bend slightly, putting it under tension, and offering a gradual and increasing resistance to the tightening of the cap. Its effect is also to automatically center the cap on the container. It is a feature that contributes much to the unusual sealing efficiency of Anchor Molded Caps.

★ ★ ★

Anchor Molded Caps are preferred by production men, due to their perfect adaptability to the processes of application, either by hand or machine. They are started easily because of the loose way in which they fit over the container finish before tightening. They require a minimum of turning. They seat easily, and offer gradual resistance as they are screwed home. Where the gripping surface is limited as in the bottle cap, the knurling of the design provides a secure grip for the operator's fingers or machine gripping devices.

In machine application, the general strength of the caps and the use of correct size liners are the two outstanding factors that make for smooth operation. One big advantage is that Anchor Molded Caps need not be inspected to assure the presence of the liner, even though they be tumbled about in a machine hopper. The liner retaining features take care of that.

If Anchor Molded Caps had no other advantages, their ease and speed of application alone would amply justify their adoption.



CUTAWAY VIEW OF THE ANCHOR MOLDED CAP

Just below the liner you can plainly see a projection. That is the *liner retaining ledge*—an improvement that means much in avoiding packaging difficulties as well as preventing consumer dissatisfaction.

Note also the special construction of the cap thread (described above), how it continues to the lower edge of the cap. This insures a firm, sure, close grip around the full 360° circumference of the jar or bottle.

The wedge top (the part of the cap in contact with the liner) presses the liner down, keeping it under tension, which adds greatly to its positive and efficient sealing. This also is described above.



Eminently practical...

EVERY ONE

It is the very differences in products, in product characteristics, in methods of packing and sealing that make Anchor closures eminently practical. For Anchor does not attempt to do everything with one or two types of caps. It recognizes that no single type of closure could possibly meet all the diverse needs that exist. Hence there is no

temptation for Anchor to urge the adoption of any closure for a product or a package to which it may be imperfectly suited. Through the years Anchor has developed new types of closures and improved existing types to meet new conditions of packaging and to adapt new types of products to glass packing.

ANCHOR CAP & CLOSURE CORPORATION

22 Queens Street, Long Island City, New York

★ ★ ★ BRANCH OFFICES ★ ★ ★

ATLANTA
BOSTON
CHICAGO

CLEVELAND
DETROIT
HOUSTON

LOS ANGELES
LOUISVILLE
MINNEAPOLIS

MONTREAL
NEW YORK
PHILADELPHIA

PITTSBURGH
ROCHESTER
SAN FRANCISCO

SEATTLE
ST. LOUIS
TORONTO

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Clever—These New La Choy Packages

(Continued from page 44) as well as in color on the front cover of this issue, the packages as a group are expressive of the personality of the products and yet each item is clearly distinguishable, brand and variety name appearing on the panel or poster of the label. It is interesting to note that the seal on the labels, from which the over-all motif has been developed, is one which has for centuries, among the Chinese, signified perfection—a symbol of prosperity and good fortune.

Of almost radical departure, and yet combining appropriate and attractive design with practical utility, has been the change in the container for La Choy Soy Sauce. The new tapered bottle does away with all the objectionable features of the ordinary sauce bottle. Its broad base merging into a tapered neck presents not only pleasing lines but also provides stability. It is easy to grasp. It is not easily tipped over.

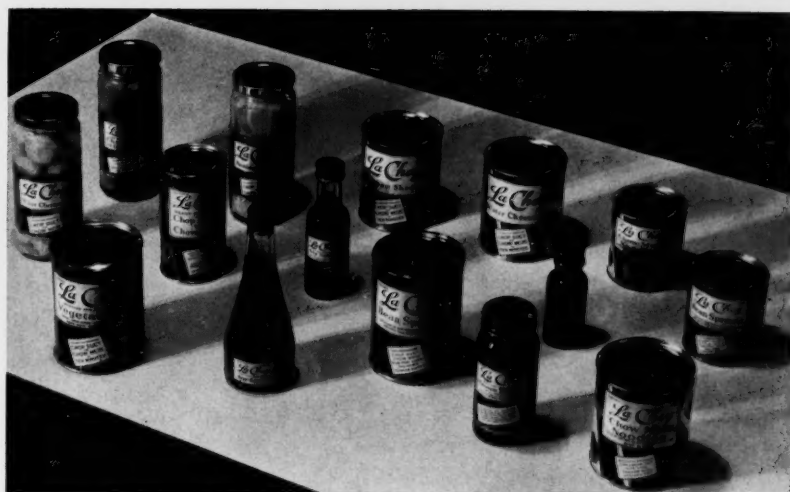
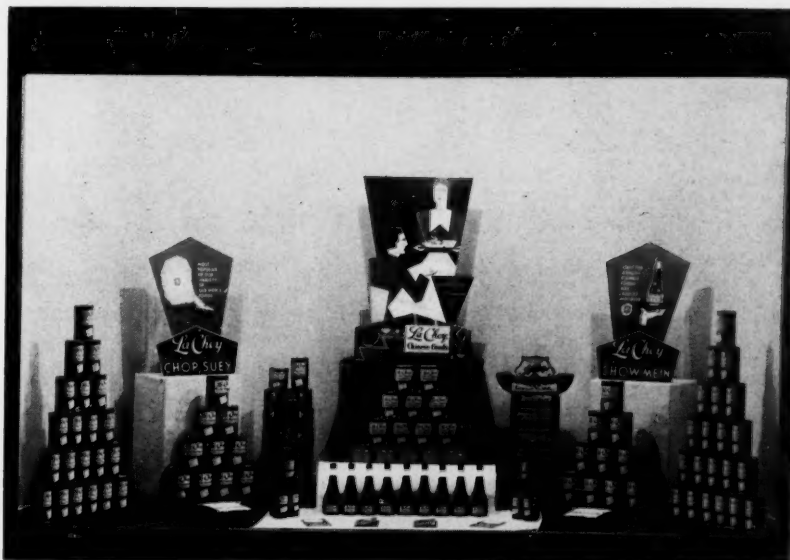
It has a shaker- or sprinkler-top that is an integral part of the bottle design, and makes it possible to obtain exactly the amount of sauce desired. The sprinkler top has beveled edges, that practically eliminates the dripping of the contents after serving. If, however, a few drops do drip, they come in contact with the rays of a sunburst design molded into the outer surface of the bottle itself and these retard the flow of the stray drops, preventing them from reaching the table cloth. These sunburst designs, bearing at their centers the oriental symbol above referred to, are decorative and in character with the type of product, also adding to the attractiveness of the container. The closure is molded of phenol resin. The label design uses yellow effectively as a color contrast to the dark content of the bottle.

Mention has already been made of the fact that in the redesign of the La Choy packages consideration was given to manufacturing practicability—that is, that the designs were so planned as to conform to existing packaging operations. A brief resumé of these will, therefore, be of interest even though they follow, generally speaking, established practice in the filling, closing, labeling

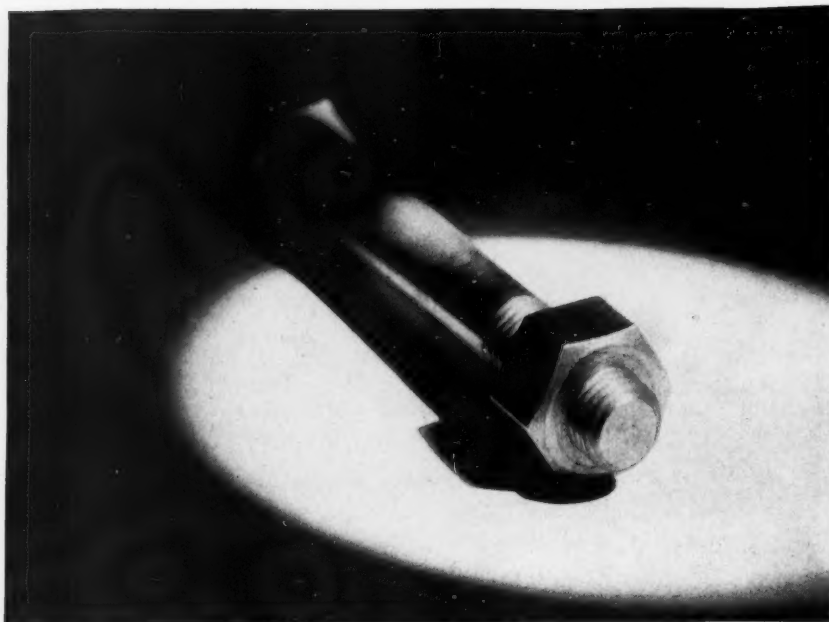
and other work of assembling similar types of packages.

After the bottles have been rinsed, inside and out, in a rotary rinser, they are fed by an operator to a rotary vacuum machine for filling and then discharged to conveyors which carry them to the closing units. Molded caps are applied by hand while other closures of aluminum are applied automatically by "roll-on" machines. After automatic labeling the finished packages are inspected and prepared for shipment. After labeling, the cans proceed directly to motor-driven casing machines for placement in corrugated shipping cases.

Wherever possible, packaging operations follow straight-line production, and each step is accomplished without delay or confusion. A minimum of changes in equipment and method were required because such a contingency was anticipated when the new designs were planned.



Above: Window display featuring complete line of La Choy products.
Below: Group of La Choy products in their new dress



IT IS STRETCHING a point, perhaps, to compare a nut and bolt with a C T cap and jar . . . but they do have several things in common.

Both are of continuous thread construction. Both are based upon the same sound mechanical principles.

Both are simple and practical. Both are particularly free of vague theories as to application and removal.

A nut may be turned down more, or it may be turned down less, limited only by required tightness. Only a continuous

thread cap permits like adjustment.

Both are understandable . . . even to the most primitive mind.

And, in numerous instances there is no substitute for either.

Phoenix has pioneered many important improvements in screw cap construction since the first Mason patent . . . chief among these, the shallow continuous thread (C T) cap and the double shell (S T) cap. And, Phoenix will pioneer many more improvements if, as and when needed.

PHOENIX METAL CAP CO.

METAL CAPS FOR GLASS PACKAGES

OFFICES: Chicago, 2444 West Sixteenth Street; Brooklyn, 3720 Fourteenth Avenue; Philadelphia, 1601 Fox Theatre Building; Boston, 131 State Street; Cleveland, 1109 Guardian Building; Cincinnati, 1315 American Building; St. Louis, 5820 Itaska Street; San Francisco, 200 Davis Street; Los Angeles, 765 Stanford Avenue.



Photo by Rehnquist

Packaging Textiles

By ROY SHELDON

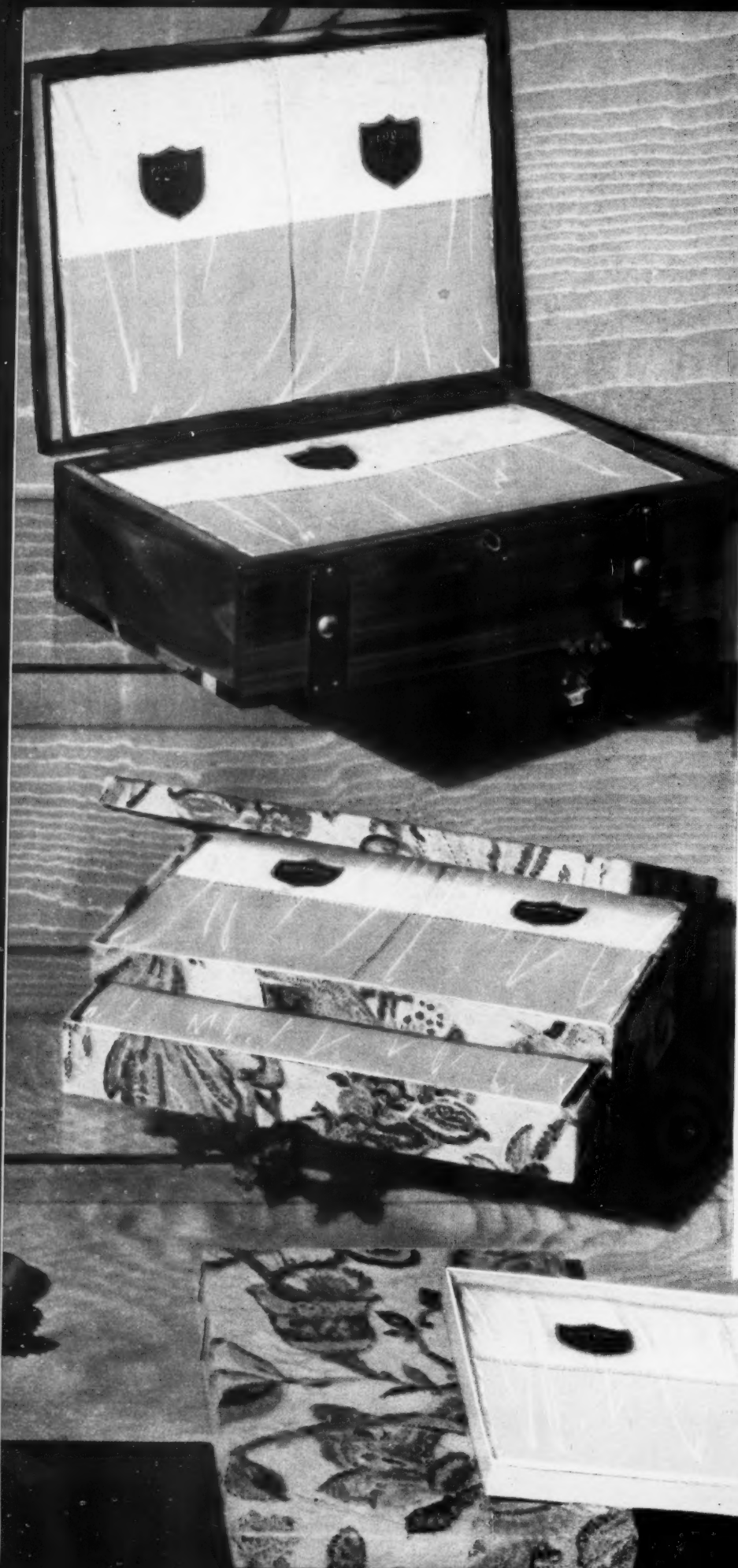
THE INTRODUCTION of new ideas and new practices in the packaging of various kinds of merchandise is naturally an uneven development. After a period of inertia, a whole industry moves forward by adopting new materials, new constructions or new design that some innovator has tried out with success. Then there is liable to be another period of comparative quiet before further experiment reveals a new economy or develops a widely popular treatment.

Thus the past year has been devoted to consolidating the progress of recent experience in packaging new textiles as staples rather than to create and test new put-ups. The result is a wide use of transparent cellulose wrappings, a minimum of holiday packages and an astonishing lack of copy on the package, with sometimes hardly a mention of the manufacturer's identity.

The merchandise is left to sell itself on sight, with perhaps a ribbon bow to furnish a decorative touch. Fortunately, both color and design have made modern textiles so attractive that they sell on sight; the eye appeal has progressed from the box wrapper to the merchandise itself.

Neither the size or shape of the merchandise, its unit selling price, nor severe price competition have prevented all sorts and kinds of textile packages from adopting transparent cellulose wrapping. Here are balls of yarn and hanks of thread using it on a par with shirts, sheets, and towels. The range extends to larger and weightier packages, such as bathmats and blankets, on up to complete bathroom sets. Even dishtowels with no design or color other than the traditional border are cellulose wrapped and ribbon tied both in the uncut piece and in made up sets.

In this development the label is no longer merely an identifying tag to carry the size, weave, price, etc., of the individual object. It has become the manufacturer's trademark, practically his only means of carrying his message of integrity, reputation and quality standards to the consumer. At the same time it has become a decorative spot on the face of his carefully styled and immaculately fresh merchandise. With this change of importance it is not surprising to discover that manufacturers are giving more consideration to the character of their labels. In time the typical "mill" label now still frequent in textile



merchandise will become as rare as the "factory" label is today in cosmetic packaging.

Transparent cellulose wrapping has not become the standard textile package for prestige merchandise solely on visibility. In the experience of large manufacturers it also operates to create savings both in actual packaging expenditures and in storage space. In one case cellulose sheets and cardboard backings replaced set-up boxes in seven different sizes, as well as enabling sets of merchandise with all-over designs to be folded so that the design on every piece in the set could be seen by the customer.

This same firm is today experimenting with folding instead of set-up boxes for its staple white merchandise, where neither color nor pattern exist to attract the eye. Incidentally, it is paying considerable attention to the design of these boxes so as to keep ahead of competitors and present its white goods as nearly as possible in keeping with the more highly styled colored textiles.

This instance is merely an illustration of a general trend, already observable in other fields and beginning to show itself in shoe boxes, rubber goods, stocking boxes, carbon paper, and

Color plates used on this and the opposite page are by courtesy of Pequot Mills of Salem, Mass.

even typewriter paper boxes. Essentially that trend is "Dress up the set-up box, give it character, style, quality and distinction . . . or else . . . the probabilities are that the ingenious new folding boxes will make themselves handsome and economical enough to take over the field."

The mere function of stability is hardly enough today to guarantee the position of the set-up box. It is most secure when it realizes upon its opportunity to keep up with the demand for attractive packages in all materials. Protection apparently can be secured in many ways, but where the set-up box triumphs is in conferring a definite suggestion of prestige and quality when its design and decoration are handled with a maximum of good taste. In this sense it remains in wide use for textile gift packages, ranging from simple slip covers to hinged constructions and chests with well constructed drawers. The reuse aspect of these latter put-ups furnishes an excellent incentive to set buying and puts sheets and pillow-cases in the class of gift merchandise.

The cardboard box furnishes a flexible merchandising device which can be suited to department store promotion and display opportunities by a simple change of label. From season to season it can be re-



freshed and new interest created by changing the wrapper. Since 1930 some manufacturers have limited their gift containers for prestige merchandise to these boxes, feeling that even the holiday season would not justify wooden chests and cases. Others, such as Pequot, offer a permanent and attractive cedar chest complete even to hasp and padlock for sheet and pillowcase sets.

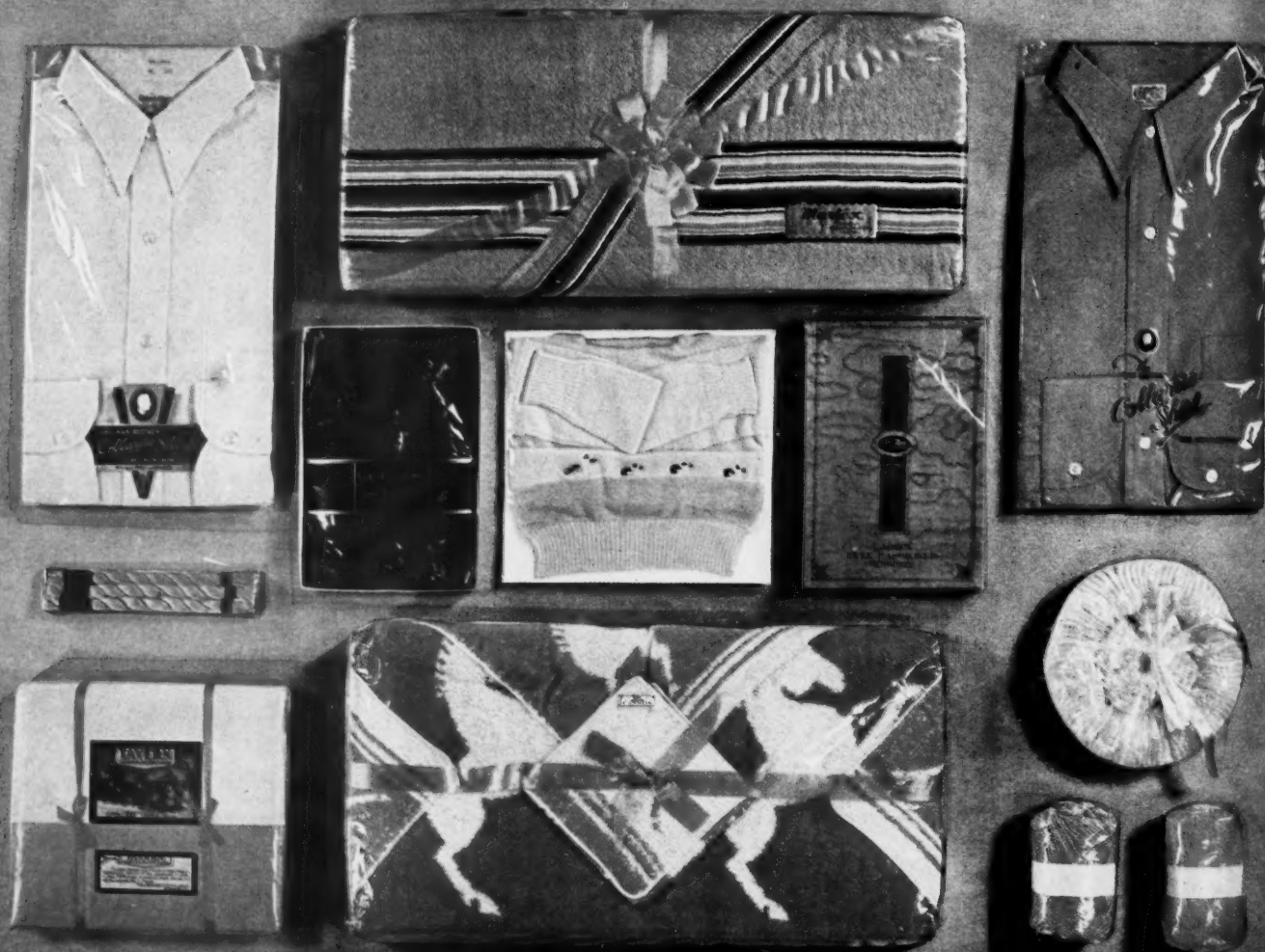
The shape, size and general design of these reuse boxes either in cardboard or wood has kept in the tradition. While cellulose wrapping has changed the folding and arrangement of unboxed put-ups, the more expensive packages have not succeeded in avoiding the monotony of the same shapes, the same sizes and the same method of displaying their contents that the stores show year after year. When a radically different box such as the long octagonal tube used for Bates bedspreads appears, it is all the more remarkable because of the widespread standardization of the highest type and most expensive of textile packages.

There are, however, indications that the industry will develop new and more distinctive packages for its quality merchandise. As one manufacturer recently said, "Just now we are studying the opportunities for reducing costs

on our staple packages and at the same time making them more attractive to the eye. Our former designs were outstanding and proved valuable in carrying our name to the consumer, but we feel that it is time to develop new ones. For one thing several competitors have improved their packages but, fundamentally, we believe the public will respond to a fresh package appeal throughout our line. When we have redesigned our staple packages we are going to tackle our gift packages and try to create something distinctive and new that both the stores and their customers will welcome."

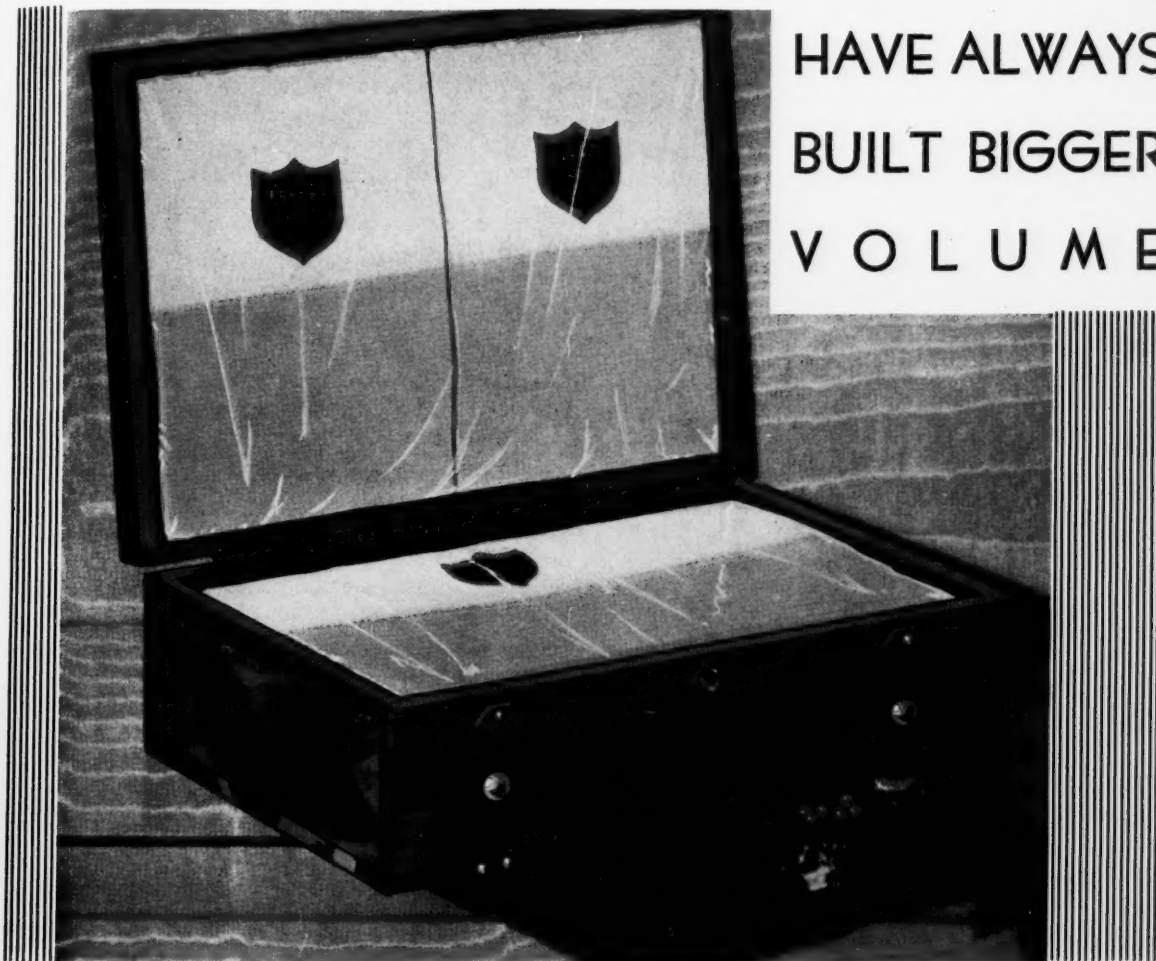
A haberdashery manufacturer, to cite another instance, is looking for a "really new and clever package" to display his quality product, despite the fact that his production is small and his distribution limited. The important fact behind this interest in textile gift packages is the result of two changes: transparent cellulose wrapping has lost its novelty by becoming standard practice, and the color and variety it has given to ordinary merchandise makes the customary prestige and gift packages look comparatively old-fashioned and uninteresting. The usual situation has been reversed. The holiday and gift packages are more alike and more traditional than the year 'round staple packages. *(Continued on page 104)*

Color plates for this illustration furnished through courtesy of Sylvania Industrial Corporation



CEDAR CHESTS—PROVEN PACKAGES THAT

HAVE ALWAYS
BUILT BIGGER
VOLUME



RED CEDAR
(Juniperus Virginiana)

AS a means of promoting sales for innumerable kinds of merchandise, Cedar Chests have been used with unusual effectiveness by many nationally known manufacturers. Their smart appearance, aromatic fragrance, romantic appeal and unmatched utility value, have combined to make them infallible sales builders.

As one of the largest manufacturers of Cedar Chests in the country, we are in a position to produce these outstandingly popular packages in all sizes and styles, at moderate prices.

Let us show you how one of our Cedar Chest packages will improve the appearance and salability of your product. We'll do the suggesting—no obligation.

PETERSON BROS., CHICAGO, ILL.

169 North Elizabeth Street

Color in Packages—The Secret Revealed

By Nan Hornbeck

WITHOUT a doubt, color occupies first place in the hearts of package designers today; yet strange to say, the greatest benefit color can bestow is as yet apparently a deep dark secret to the majority, while the few who know something of this power make only half-hearted use thereof.

His product may be glorified in ever so many colorful advertisements but the manufacturer knows only too well that when a customer has finally been inveigled to the dealer's counter, the battle has only begun, for his product is but one of many like it on display, and unless its wrappings promise better value and service than all the others the customer is very likely to buy the most persuasive package regardless of actual worth or costly advertisements.

When the package designer employs color for attention value alone he is but appealing to the ignoramus who selects the package that screams loudest in the fond delusion that noise is truth. Or if he uses color for the mere sake of beauty his appeal is directed to the esthetic soul who craves style and art above all else, and the dickens with efficiency and practicability. Whether the package contains insecticide or cough drops, its coloration is merely a masquerade to this designer and the gullible buyer.

But as the buying public grows wiser, selling becomes more and more difficult, for the average buyer demands full assurance of performance as well as beauty for his money. Camouflage will no longer serve. But color for character has an all-around appeal, and compels attention the more surely as it promises tastiness or health, power or comfort, sanitation or brilliance—in short, efficiency as well as beauty. Just as the prospective buyer of a steam roller could not be persuaded that such an item painted in buoyant sky blue could possibly have the weight and power of one painted a virile red, so—by a reverse line of reasoning in this case—would a safety razor in a cool green-blue container appeal to the same man far more than one in a bright red package, suggesting only the irritability and possibility of danger connected with shaving.

Beautiful design and harmonious color arrangements in packaging are gradually becoming the rule, and this is all appreciated by manufacturer and buyer, but when you get down to the basic reason for all this effort it is *temptation* we are trying to inject into the composition. For, whether you believe it or not, color has power to tempt the palate, be it food or drink; to awaken a longing for outdoor health and vigor; to instil a desire for personal charm and beauty, or for comfort and luxury—and almost any other form of temptation or suggestion you wish to put across to the unsuspecting prospect. And it does so at first glance.

And so we must psycho-analyze our product to determine its *character* and then proceed to dress it in colors which bespeak its nature and function. Once it is understood that each color excites an emotional response in the beholder, we will employ this power with greater discretion, for it is just as easy to produce the wrong emotion and to create a negative reaction, as it is to create a positive one.

Whether your product is a lubricating grease, a salad oil or a massage cream reveals its nature; and if its use is conducive to speed, palatability or cleanliness, describes its function or purpose—all of which should be indicated in the package colors. Any other colors are not only confusing but very often falsify the character of the product.

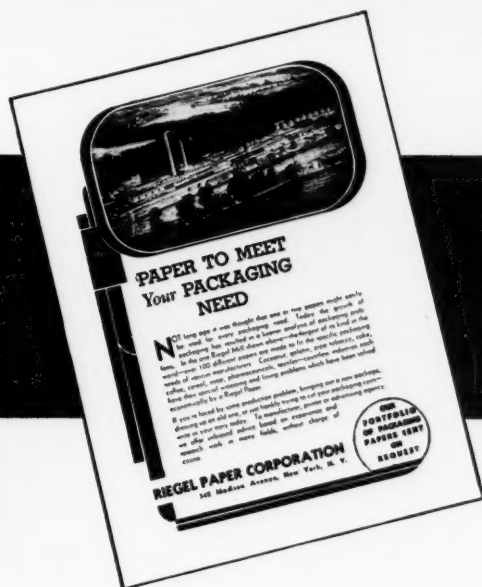
Granted that every product is intended for some use, we can classify the service it gives under heavy, light or personal in most cases. As for example, the lubricating grease is decidedly for heavy work; the salad oil or, if you prefer, sewing machine oil, comes under light utility for general use in the home, while the cold cream is for personal use and is therefore of more intimate and delicate nature. All of these call for different color treatment, although the basic color is the same.

Speed for the grinding wheels of industry is the purpose of the first product, and a sufficiently dynamic shade of green—not poisonous nor shrill—should prevail in the color scheme of the package, while the industrial touch of heat and power appears in the lettering or design. This is scarlet.

The lighter utility product for domestic use calls for quieter shades naturally, and in the case of salad oil we can stress either health or palatability, but the green should be a crisp lettuce green, and the palatability is suggested by a clear apricot tint. These color names have nothing to do with taste associations as they are recommended here. They are merely used to convey most clearly the color in mind. The psychology of color is an accepted fact and it only remains for us to make right use of it.

The lighter lubricating oil for domestic use, should be dressed in a quieter, lighter shade of green, since it too promotes speed. The cold cream for Milady's personal use lays claim to health and cleanliness, and so green again prevails, but this time we have a clean sea spray tint and a secondary color for vanity—orchid.

By no means are we advocating that all lubricating oils be packaged in the same colors or that all cold creams should be wrapped in green and orchid. Even the most similar products not only make slightly different claims but appeal to different classes of buyers by reason of varying prices, and just as the automobile manufacturer provides colors that please the aristocratic, the conserva-



A NEW COMPLETE PORTFOLIO OF PACKAGING MATERIALS

SOMETHING ENTIRELY NEW! Not just a sample book, but a clear, complete tabulation of the technical qualities and commercial uses of over 27 types of packaging papers, together with liberal samples and specific recommendations for the packaging of over 60 products. Secure a copy now for your use today or your reference tomorrow.

RIEGEL PAPER CORPORATION

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tive, the elegant, the sporty and the gaudy tastes at a relative scale of prices, so must the manufacturer of packaged articles identify his line from a competitor's. And there is slight chance of duplication when it comes to color, for we have shades, pastels and tints innumerable.

Each color family consists of these "characters": The intense, original hues are most powerful and defiant. The darkened shades are sombre, menial and best suited to drudgery, but there is no reason why these should appear billious or sulky instead of pleasing. The lighter shades known as pastels represent the sophisticated members of the family. They are refined and cultured, and if very pale and delicate they are not even suited to light general service but become more ornamental than useful and enter the field of intimate and personal service. Then we have the youthful members, those fragile, helpless but exquisite and adorable tints, appropriate only for such dainty uses as infants' accessories, feminine vanities, the sub-deb's stationery, desserts and the like.

As the products approach the more personal sphere of usefulness, the coloring of the package undergoes a gradual refinement and we can quite easily understand this transition if we trace the progressive nature of their usefulness. For example, tools, overalls and nails belong in the menial class of dull shades; but power or strength is equally needed, and so we bring some brute force into the picture in the form of an appropriate original hue. The road builder, the house painter and the mechanic recognize at once in such packaging the very qualities they seek.

Next we will take such articles as electric light bulbs, typewriter ribbons and furniture polish, and if these are for commercial use, they will be packaged in less sombre and less crude colors than the first group, yet not in quite as sophisticated or refined colors as if they were intended for private use, although it would be no sin against color to make them equally attractive. What the designer is out for is to convey sufficient power, efficiency and responsibility in his wrappings for the particular class of work the product is expected to do.

Then we can come a little closer to home and take in bath soaps, towels, foodstuffs, darning silks, silverware and the other commodities which give personal but homely service. These may not be dressed in crude colors for obvious reasons, nor will the dull shades do at all, for there is a new psychology prevailing in the matter of home making today, and that is to turn work into play, adventure, romance; and so the housewife who does her own work washes her dishes in soap that will not roughen her hands—the package colors tell her so—polishes her silver out of a container whose colors are the acme of elegance, and that is what she desires for her silver; and polishes her floor with wax she is sure will give the maximum of gloss for the least effort, because the colors on the box emphasize speed and brilliance with not a note of irritating red. Here you see

the real work depends on the operator, and we want to keep this out of her thoughts.

It is difficult sometimes to classify a product in this way, but there is always some outstanding characteristic or association to give it color suggestion or identification. Foodstuffs are an important group and make up a class by themselves, so that no one color will do for all. We have spicy, peppery foods and appetizers which call for orange-red tints; sweet stuffs and candy go into gay yellow tints; powders for refreshing beverages and desserts of fruit flavors will best register in their natural colors—grape, cherry, etc. And as light green represents health, this color has a place on the package also. A third color can be dark blue, if you wish, to convey sincerity and truth of claims.

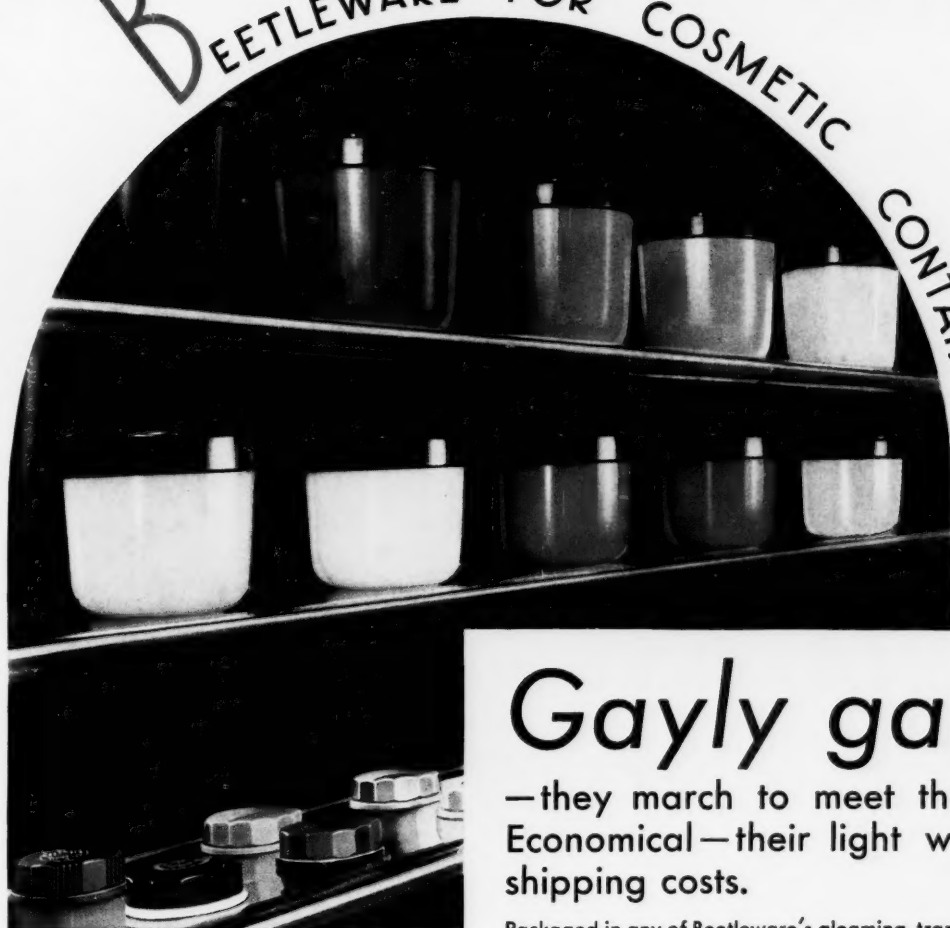
Games for grownups, cards, cigarette lighters, smokes, men's accessories and any article in the nature of sports call for vermilion or red-orange in "sophisticated" tones. That is to say, the slightly toned down reds like brick, rust, sun tan, Chinese red or lacquer red. The dull tones convey smartness of reserved nature even on a cheap package, whereas the brightest red requires fine quality to be convincing in this direction, since it is the boldest and loudest.

But when to make green—the symbol of vitality, health and activity—the main color for these appeals of *masculine* nature—even sports articles for women—requires like consideration. If you bear in mind that red and orange suggest excitement, heat, virility of a more or less static quality, while all the qualities of green are active and progressive, you will see that claimants to speed and buoyancy, such as tennis and golf balls call for green and blue blends, rather than a color that seems to burn a hole in the picture. Green-blue is keen, cutting and breezy, adaptable not only for outdoor action but for games requiring quick thinking, indoor or out.

In choosing colors for children's packages, whether games, candies or necessities, only the brighter hues register, but this is all the more reason why you should select the proper psychological color. When the article is bought by the mother, we must tone down our colors sufficiently to win her good graces. Right here it may be well to state also that merchandise offered to the uncultured buyer requires almost the same primitive coloration recommended for children. The very last colors one would naturally associate with children are violet or purple tones, gray and black; yet some packages carry these mistakes.

All articles that promote health or sanitation, whether tonics or laundry soap, dental floss or deodorants declare their claims in green or green-blue. The latter color is the more elegant as it combines thought with action and thereby expresses discrimination. It has all the aristocracy of the violet ones, but none of the languor and exoticism of those colors, therefore it is extremely useful—although not sufficiently used as yet—in appealing to the finer taste. Small cases of silverware can ask noth-

BEEBLEWARE FOR COSMETIC CONTAINERS



Gayly garbed

—they march to meet the Consumer. Economical—their light weight lowers shipping costs.

Packaged in any of Beetleware's gleaming, translucent colors—cream, rouge or powder containers stand out dramatically on the shelf or counter . . . and tempt the buyer to examine the product.

True, the price of Beetleware containers is a little higher than glass, but Beetleware offsets this by saving money these three ways: *Lower breakage*, for Beetleware is strong and non-fragile; *Lighter corrugated containers and liners*, for Beetleware weighs only $\frac{1}{4}$ as much as glass; *Reduced freight and parcel post charges*, incoming and outgoing, because shipments weigh less.

For instance, 4 oz. Beetleware Jars (shown on the top shelf) weigh only 18 lb. per gross as compared with 88 lb. for opal glass jars! The 2 oz. jars weigh only 12 lb. per gross as against 55 lb. for glass!

Beetleware is available in ten gay standard colors—also pure white and jet black. It is chemically inert, non-absorbent, waterproof and non-inflammable.

We shall be glad to send a representative to discuss packaging your goods in Beetleware. Meantime, write for samples, prices and additional information.



BEEBLEWARE CORPORATION

A Division of the American Cyanamid Company

535 Fifth Avenue

New York, N. Y.

Beetleware

Here's
**REAL
NEWS!**



CROWN ONE PIECE *Vacuum* SCREW CAP

with a liner that does not stick to glass

- Seals Hermetically
- Holds a Vacuum Indefinitely
- Easily Applied
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- Reseals Hermetically
- Lower in Cost

THIS remarkable advance in the sealing of glass containers is made possible by a special rubber composition liner, which will not stick to glass. Heretofore, caps of this type have been considered impractical because ordinary rubber rings, when used in screw caps, gradually vulcanize themselves to the sealing surface of the glass containers, thus making the caps difficult or impossible to remove. The special compound, developed by our laboratories, completely overcomes this difficulty. One of its constituents lubricates it in such a way that it *always* slips and slides on glass.

The Crown One Piece Vacuum Cap does away with the discs formerly used in vacuum caps and provides a better and less expensive vacuum cap for your product. Write today for samples and prices.



CROWN CORK & SEAL CO. Baltimore Md.

WORLD'S LARGEST MAKERS OF
CLOSURES FOR GLASS CONTAINERS



It's all in the CAP

PROTEXT

puts an end to
BREAKAGE LOSSES

SOFT and resilient to an unusual degree, Protexit is ideal as a protective wrapping or packing for fragile products of all kinds.

Its cushion-like quality absorbs the shocks resulting from rough handling of shipments in transit, and insures safety of product until it reaches destination.

Its slight, extra cost is negligible compared to the savings effected and the good-will retained by the use of the material.

Protexit is available in several thicknesses or plies—with different types of paper for backing. The accompanying sample is 6 ply, M.G. kraft backed, line embossed.

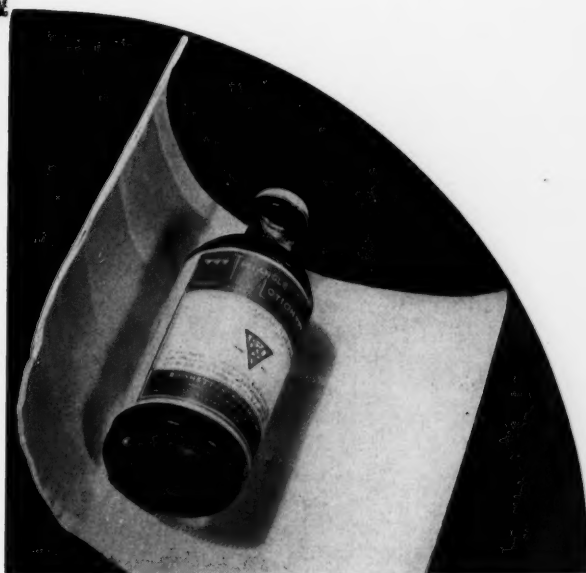
Send us one of your standard containers or packages, or one of the articles to be protected—and we will return it properly wrapped, together with quotation on material.

George H. Sweetnam, Inc.

Specialists in the Packaging Field

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ing better than the sophisticated tones of green-blue, or turquoise pastels. With this, lettering in silver suggests itself, and if a third color is desired, the convivial hue of apricot, considerably softened, suggests hospitality and domesticity.

This color can also replace the violet tones on all kinds of packaging designed for intimate feminine needs. At the same time, these colors if *combined* make a winning pair on any container of beauty or immaculacy preparation, perfumes, bath salts, etc. Again the chastity of silver makes a suitable third color, as does rose pink or flesh tint.

As you may have observed, the moment blue entered the picture we stepped out of the world of appetite and mere physical action and power into a higher realm, into an intellectual atmosphere. And the farther we go from those colors containing any hint of yellow—symbolizing the sun and physical life—the nearer we come to the invisible, inner self and its ideals and aspirations. Thus blue representing the mind, carries an air of contemplation, repose and dignity, and its appeal is rightly directed to this class of buyer. Perhaps its best use is in lending these qualities to a color scheme as a secondary color. Light tones of blue are weak and shallow and should be avoided for any product of real character. Children's handkerchiefs and note paper require nothing more serious, however.

Violet-blue and violet tones—orchid, purple, etc.—express our desire for higher things whether in beauty, charm or religion. They are colors of relaxation, lifting us above the sordid things of life, and promoting inclinations to luxury and extravagance for esthetic reasons. Because they appeal to the inner self, these colors are absolutely lost and wasted in appealing to the grosser self in the matter of appetite or activities. But it is a pity when they are misapplied for such purposes for they have a definite and invaluable power in making a package rare, precious and greatly to be desired. Perfumes and jewelry are worthy examples for violet containers.

Sometimes the esthetic appeal touches the romantic, and then we must bring in crimson, the color of love and adoration. Or, when the nature of the product is less serious, we convey sentiment and affection by paler tints of the same color, namely rose pink. The association of pink with feminine pulchritude gives added value. The only danger in using light or heavy colors lies in their possible false impression if your product's character is not in keeping.

After the suitable colors of the spectrum have been selected, it is no less important that their proper "potency" be decided upon, for it is easy enough to submerge the product by too richly colored wrappings or to weaken its character by too delicate colors.

For example, those Indian red tones which were recommended for tools or smoking goods are too emphatic and virile for luscious mellow foodstuffs. Nor would the red tints appropriate for the latter properly describe

the characteristics of the rough and ready articles. It is too bad when foodstuffs are encased in unappetizing colors, yet this happens so often. Dull shades of all colors suggest sluggish digestion in connection with foods. But the shrill hues are too violent again, and this leaves tints and light pastels in command. Even yellow needs "watering" to be edible. The blue-greens and blues are not too shrill however.

Red seems to be the designer's weakness, and as it is at the same time a pitfall and a snare, it deserves special consideration. In the first place there are three basic reds which the packager has to work with, and it is highly important that he knows the particular mission of each. Blood red or flag red symbolizes heroism, a combination of sacrifice and violence, we might say. It certainly suggests good rich blood, and this is probably why so many cereal packagers adopt red although they are not always careful to choose the right red. When this "medium" red is combined with white it appears to full advantage, and as it is sufficiently attention-compelling in itself, no other color is necessary. White stands for truth and candor as well as purity, and we cannot help associating it with milk when thinking of food.

Then we have crimson, a red leaning to purple, and scarlet which leans to orange. Between them lies blood red. And so the packager must differentiate and decide what his appeal is to be. Crimson calls forth the nobler passions capable of sacrifice while scarlet arouses the heat and violence of baser passions. Between them is a fusing of their qualities. But all three have their own best purpose somewhere.

We cannot overlook the power of color association, in foodstuffs especially, and when in doubt as to the proper color, that is quite frequently the product's "self color," as for example, the mouth-watering properties of lemon yellow. The rich aroma of coffee cannot be better suggested than by a coffee brown container with lettering the color of flame for reasons easy to guess. The same applies to tobacco. The blue tints of ice and the refreshing green of running water convey most powerfully the joy of a cool drink, and if it happens to be "pop" a dash of the apricot tint for zest and flavor will but set off the dominant blues and greens.

Candy boxes have a psychology all their own, for they may be designed for children, mothers, sweethearts, the voyageur or the overworked secretary, and in these cases the colors, the clientele and the cost are interdependent. But light yellow, light green, apricot and peach tints are appropriate, and with any of these white, silver or cornflower blue are more effective than black or gold lettering. For shelled nuts and sundried fruits, a soft yellow tone will suggest ripeness and mellowness under Old Sol. Gold is cloying and old fashioned.

Dark blue lends dignity of a more friendly sort than black. The best that can be said of black for lettering is that nothing else is so emphatic. However, it lacks all feeling and expresses no desirable qualities of its

Orpco Master Displays

SPECIAL DESIGNS FOR ANY PRODUCT ARE DEVELOPED
FOR EACH INDIVIDUAL CUSTOMER

BUILT ON
SUSPENSION
PRINCIPLE

NO PARTS
TO DROP OUT

PATENT
#1,896,721



TRAY TYPE

They Have No Equal
As Sales Stimulators and
Dealer Aids

FOR—
ECONOMY
STRENGTH
DURABILITY
SIMPLICITY
VARIED USES

THE ORPCO MASTER DISPLAYS ARE LEADERS

SAMPLES AND FULL INFORMATION FURNISHED ON REQUEST



We also manufacture a complete line of regular
Corrugated Paper Products, Shipping Cases, Liners,
Sheets, Fillers, Die-Cut Parts



Ottawa River Paper Co.

TOLEDO, OHIO, U. S. A.

contents, so that unless you wish to create an atmosphere of haughtiness and exclusiveness, don't employ too much black.

Perhaps you are not yet convinced that there is a serious need of color psychology in packaging, and doubt that the average purchaser, knowing as little about the subject as you do, will respond differently to a noticeable extent—if at all—to the colors on a package, regardless of whether it contains bird seed, shoe polish or brass tacks. For, you will say, what appeals to one as an attractive color is not sure to appeal to another.

It has been proved, however, by eminent authorities—and we may as well take their word for it—that the majority of persons experience identical color sensations. If, barring the possibility of color blindness, two people do not respond alike emotionally to the same color, it is this writer's contention that the difference is a matter of mind, heart or soul rather than of mere ocular irritation. This may be easier to grasp if you try to recall your reactions to the color of an applicant's hair alone whenever you have advertised for a stenographer. Just why should a brunette strike you as the more serious worker while the vivid blonde seemed rather capricious than responsible? And why should red hair be a disturbing element or gray hair instill confidence and trust?

In the same way your package must pass inspection, and such facts as men prefer blue tones and women red tones, or that educated people like soft refined colors while the unenlightened enjoy intense hues, are of little help in designing. There is but one safe rule to follow, and that is use the color or colors which best convey the character of your product, the properties or merits you claim for it, and your prospective buyers will respond to its silent appeal whether they are male or female, rich or poor, young, old, single, married or divorced.

Indeed, package designing has forged ahead so fast in the field of commercial arts that it is not surprising

if the fundamental reason for using color at all has been overlooked in the lavish maze, and that instead of glorifying the product inside, color has been applied for the sole glorification of the container. The package is after all but a silent salesman, and the colors you dress him in can make him a clown, a sinister character or a dignified, convincing one.

And granting that the application of color psychology to package designing must at first glance strike you as vague and intangible to say the least, and that this must entail some "psycho-analysis" of the product before one can feel at all sure he has found the right color, doesn't it strike you at the same time as a more worthy and satisfactory reason for the use of color on your package?

For even though you may be far from sure at first that you have the psychological color for a specific problem, you will at least have a reason for choosing it. Then as you continue to think of color along these lines, products will classify themselves under the appropriate color banners, and your message will automatically resolve itself into color. Then, too, you will disdain using this powerful agent for mere show and attention as a new vista of untold possibilities opens up before you, and you will find a greater stimulus and deeper significance in color than ever before.

Miss Hornbeck, the author of the foregoing article is no novice on the subject of color. Following an art training in Copenhagen and New York, the latter under William Chase and George Bellows, she has been active in lecturing and writing on the emotional or psychological power of color as applied to manufacturing, selling, advertising, the theatre and personality. Articles by Miss Hornbeck have appeared in *Nation's Business*, *Western Architect*, *Automotive Industries*, *Printing*, *Factory & Industrial Management*, *Product Engineering*, *Aero Digest*, *Bookbinding Magazine* and others.—Editor.



Developed primarily for use on glass cosmetic jars and bottles, new uses may be expected for a new transparent label, known as "Engradel." Application of these labels is similar to that of decalcomania. The label is soaked in water and by a sliding motion the transparent film is released from its paper backing and can be placed and affixed in any desired position. When dry the label is unaffected by water or alcohol. The effectiveness of this label can be judged from the accompanying examples shown in the illustration

TIE YOUR PACKAGES with RIBBONETTE

Speeded turnover invariably results from the use of this colorful and decorative tying material. It combines beauty, good taste and practical worth in a high degree, and imparts to the product on which it is used a new and powerful suggestion of quality.

Made of fine cotton yarns, it possesses unusual strength. (Test one of the samples in the above swatch.) It is also very economical.

Available in all widths—from 3/16 inch to 3/4 inch, and in a large variety of attractive designs and colors.

Write for free samples of sufficient size to try on your package.



R CHICAGO • PRINTED • STRING • CO.
RIBBONETTE • DIVISION
2319 Logan Blvd. Chicago, Ill.
55 West 42nd St., New York
RIBBONETTE

By the Makers of Print-Ad-String

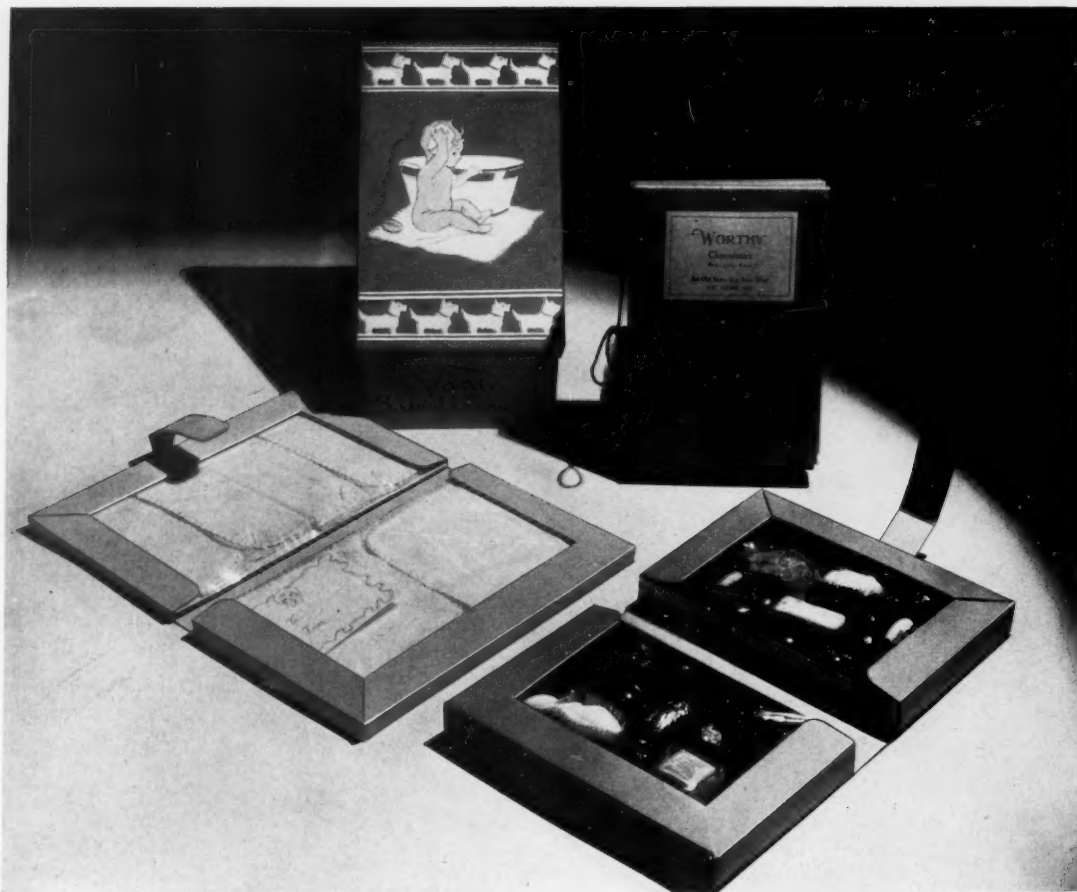


Photo by Rehnquist
 These folding boxes, shown in open and closed positions, offer excellent opportunity for display and at the same time provide protection and convenience for the included products. The outside of the "book" in each case serves as a cover for the separate containers of the merchandise which can be readily removed if desired. Using a clay-coated board, any number of colors may be printed. The packages shown are used by Earnshaw Knitting Mills and the Worthy Candy Company. The boxes are known as Warnerpak, patented and manufactured by Warner Brothers Company

Simplified practice recommendation R143-32, paper cones and tubes, was accorded the required degree of support by all interests in the industry, and became effective Jan. 1, 1933. This simplification program, which was proposed and developed by the industry, is concerned with the length, inside diameter, weight per thousand, and color of parallel paper cones and tubes. These cones and tubes are used for winding textile materials, such as warp and knitting yarns, silk, rayon, hosiery yarns, tire cord, thread packages, etc.

An important revision has been made by the Freight Classification with reference to shipments in glass. This ruling has now been amended under "Consolidated Freight Classification No. 7, Supplement 2, Rule 41, Section 7 and reads as follows:

"Glassware, other fragile articles or articles in glass or earthenware, packed in fibre boxes, must not exceed 65 lbs. gross weight. Contents must be packed within the container by or with liners, partitions, wrappers, excelsior, straw or other packing material that will afford

adequate protection against breakage or damage, and so that the contents will completely fill the box."

In practice this ruling permits the manufacturer of articles packed in glass to use his own discretion as to how these should be protected and, incidentally, affords an added opportunity for the use of bundling machines for various products packed in glass. The ruling itself replaces five pages of text which formerly were supposed to cover the same subject but did not.

General approval of the commercial standard for paper apple wraps has been indicated by the acceptance of this standard by practically all manufacturers of the product and by a large group of apple packers, the Department of Commerce has announced. Accordingly, a letter showing its adoption by the industry has recently been circulated. The standard concerns dry and oiled apple wrappers and specifies the method of packing, standard sizes and weights, oil content, bursting and tensile strength, together with suitable tolerances and methods of testing.



VOSS Boxes and Displays give character to the products they contain and create an unmistakable impression of quality and genuine worth.

Originality—with consideration for utility and practicability—emphasizes all VOSS designs.

We manufacture hand-made and some automatic boxes of the better class.

May we show you how an original, smartly designed VOSS box can increase the eye-value of your product?



KARL VOSS CORPORATION

Division of Shoup-Owens, Inc.

HOBOKEN

NEW JERSEY

Editorially Speaking — —

All-America Twelve Aftermath

It is too much to expect that every one of our readers will agree as to the selection of the All-America Twelve for 1932. Were it possible to arrive at such a consensus of opinion, package contests would lose every semblance of enthusiasm, and even the winners, we believe, would fail to experience any genuine feeling of accomplishment. We do think, however, that all will agree that the plan of judging was a fair one and offered a constructive means of arriving at a conclusion which would be unbiased and equable.

The task of selecting a dozen packages from the four hundred entries was not an easy one and required, on the part of the committee, concentration and perception that merit sincere approbation from manufacturers and users of packages. While it is true that entries in some of the groups were such as to narrow the selection to fewer packages, there was not, obviously, the opportunity to eliminate a great number, as was the case with the larger groups. Had it been necessary, in the opinion of the judges, to place a rating on every package, this would have been done unquestionably.

In formulating the various points or plan of ratings, a sincere effort was made to include *every factor* that should be given consideration. The consumer must have his say because he, or she, purchase the package and use it; the product manufacturer expects his package to substantially aid his sales, and must demand that his costs for that package are economically sound; package material and equipment suppliers must meet such demands effectively, and the designer, who, in effect, acts as interpreter for each of the foregoing, must successfully coordinate all of these opinions in his translation or creation of the package. We believe that a careful study of the enumerated points, specified elsewhere in this issue, will indicate that account has been taken of the above conditions.

The experiences encountered in this competition are valuable in that they form the ground-work for the conduct of similar comparisons in the future. In our encouragement of these, we hope to be guided, as in the past, by the opinions of those who regard packaging as a truly serious undertaking and worthy of none but the best and most sincere effort.

Why Not In The Movies?

In a recent release of the Advertising Federation of America we note a reference to a tentative plan to tell the story of advertising in a motion picture film to be shown during the Century of Progress in Chicago this summer. "The proposed film would dig back into history to the era when the open cracker barrel was standard equipment in every general store, serving as a playground for members of the insect world and a catch-

basin for any dust or germs which might be seeking a resting place." So far this reads very much like an introduction to a saga of the package. But we continue.

"How advertising, boasting of new and improved methods of bringing the nation's best products to the consumer, forced advertisers and then others who looked with contempt on the power of the printed word, to discard obsolete containers in favor of attractive individual packages, would be related."

Such a portrayal, if properly prepared, can have a far-reaching effect in encouraging further the public's acceptance of packages. Given an opportunity to look "behind the scenery," to view actual packaging operations, would, we believe, add impetus to that which advertising, through the "printed word," has already done in emphasizing the elements of protection, convenience and attraction as applied to unit packages.

The consuming public, generally speaking, obtains its knowledge of packages by observation in the store or shop window and through their use in the home. A package is relatively attractive in its relation to other packages, or it is relatively convenient in the method employed to open it and in its use. It is seldom that any question is raised as to the way in which the container is made or as to how it is assembled. This particular part of production in the history of a product from its origin to its consumption seems to be taken for granted, although we venture to state that, without proper precautions, there is just as much opportunity for product spoilage and other deterioration in the span that exists between the final preparation of a product and its appearance in retail outlets as there is any of its production processes.

Advertising, via "the printed word," has thus far confined its discursive and illustrative efforts to the merits and uses of the products it promotes and has likewise signalized those packages which serve to identify those products. It has been demonstrated that advertising copy which, in certain instances, calls attention to quality of product ingredient and its manufacture is effective in promoting sales, so that it would seem there is a similar opportunity in the discussion or illustration of actual packaging operations.

A beginning in this direction can be made in the presentation of such a film as proposed by the A. F. A. And, we think, without any reflection on those who have already done so much for the encouragement of the package and its uses. One need but contemplate the tremendous advances made in package appearance during the last decade to appreciate that, in this particular alone, there has been sufficient material to keep an army of copywriters active.

A. F. A. Blushkin.



FOIL-INSERTED
CELLO RIBBON



PLAIN CELLO RIBBON

CHATHAM BLANKETS

CHATHAM MANUFACTURING COMPANY
CORPORATION
MAKERS OF
ALL WOOL AND HART WOOL
BLANKETS
INCORPORATED
ELKON, N.C.
WINSTON SALEM, N.C.

NEW YORK, N.Y.
CHICAGO, ILL.
SAN FRANCISCO, CALIF.

WINSTON SALEM, N.C.
January 17, 1933.

Freydberg Brothers, Inc.
11 West 19th Street
New York, N. Y.

Attention Mr. J. Cohen

Dear Mr. Cohen:

I want to tell you how very pleased we are with your Cello Ribbon.

As you know, we used large quantities of it for our Christmas blanket packages and without exception our customers were delighted with their sales on this item. I consider that your ribbon had a most important part in making these sales a success.

With best wishes, I am,
Yours sincerely,
[Signature]
President
CHATHAM MANUFACTURING COMPANY



"I consider that your ribbon had a most important part in making these sales a success."

So say the manufacturers of the celebrated Chatham Blankets, referring to their new Cello-Ribbon-Tied package.

What better evidence could there be of the effectiveness and increased sales appeal that Cello Ribbon gives to a package? Wherever used, it is recognized as the outstanding decorative tying ribbon. Cello Ribbon cannot fray, soil or tarnish. Cello Ribbon is always crisp. It is easy to tie and its luster is permanent. Cello Ribbon is economical to use, for it is reasonable in price.

Write for samples and price information.

CELLO Ribbon is made by

FREYDBERG BROS., Inc.

11-19 West 19th Street, New York

Here and There in the Packaging Industry

Edwin G. Straus has organized Paper Affiliates Company, Inc., with offices at 331 4th Ave., New York City. This company will market specialty papers adapted to packaging, printing and technical fields. Some of the items included in the line will be foil papers, pyroxolin coated stocks, gloss finish papers, gummed transparent cellulose, and special adhesive materials.

Forbes Lithograph Manufacturing Company was the host at a dinner given at the Hotel Prince George, New York City, the evening of Jan. 18, to executives of the company and their friends. Following the dinner, the guests visited the new Permanent Packaging Exhibit

accompanying illustrations show three views of the exhibit room which is now open to the public. Included in the displays are various types of packages, displays, packaging material, etc., which enable the visitor to obtain a first-hand view of the work which is being done by suppliers to the packaging field.

Dexter Folder Company, of 28 West 23rd St., New York City, has become the sales agent for all of the wire stitching and adhesive sealing equipment heretofore manufactured by the H. R. Bliss Company, Latham Machinery Company, Boston Wire Stitcher Company and the Bliss-Latham Corporation. This arrangement is



*Permanent Packaging Exhibit at offices of MODERN PACKAGING, 425 Fourth Ave., New York City.
View looking toward display window*

of MODERN PACKAGING, 425 Fourth Avenue, where Charles A. Breskin, president of Breskin & Charlton Publishing Corporation, gave an interesting talk on the effect of package redesign on sales, illustrating his remarks with actual samples and authentic sales figures. L. J. Scott, district manager of the Forbes company, presided as chairman at the dinner and the subsequent meeting.

This meeting, which is the first of similar group gatherings, marked the formal opening of the Permanent Display of MODERN PACKAGING at its new offices. The

exclusive as to machinery used for the assembling and sealing of shipping containers, suit boxes, set-up boxes, cracker caddies and for special wire stitching operations including all parts and service on such equipment. This arrangement, including as it does the sale of equipment of three of the outstanding manufacturers of machinery used in the container field, should place the Wexter Folder Company in an outstanding position for serving its customers in this large and important industry. The promotion of the use of Bliss boxes and other special containers will also be handled by the Dexter Company,

WHAT IS THIS THING CALLED PACKAGE APPEAL?

TODAY, more than ever before, manufacturers are asking "How can I make my product more attractive in appearance? What must I do to make it stand out—to win sales?"

For years Dennison has studied this fundamental problem of Package Appeal—working quickly, deftly, intelligently on all phases of packaging—with an experienced understanding of what is needed to achieve more sales.

Dennison is ready to help you put *superior* Package

Appeal into *your* merchandise. To analyze each phase of your packaging—the label, tag, seal, wrapper, box. And to discover through expert analysis, styling, designing and manufacturing, the key to dealer-customer satisfaction.

Let Dennison help you! Let us tell you, specifically how we can do so—without obligation, of course. Just check the coupon below, indicating the subject you are now most concerned with—and mail to Dennison Manufacturing Company, Framingham, Massachusetts.



• 14 •

Another new Dennison creation—the box cover wraps for the CARTER INK COMPANY'S new carbon papers. You'll probably find that your stenographer is using these new carbon papers—and is almost as thrilled by the box covers as we are!

• 15 •

Out in Akron, Ohio, the M. & B. Fruit Juice Company plant is busy making thousands of bottles of HIGHLAND LIME FIZZ daily. The bottle labels by Dennison are playing no small part in the sales success of this excellent beverage.

• 16 •

The well-known THERMOS BOTTLE now wears a smart Dennison tag and an equally smart Dennison label.

• 17 •

Mention RICE'S SEWING SILK to women who enjoy sewing and they'll tell you how smooth and strong it is. In its smart new box, produced by Dennison, this fine silk is in greater demand than ever. (The cut-out on the box cover shows the number and name of the thread.)

• 18 •

Dennison is proud indeed to have manufactured the tags for SALADA TEA bags. The carton end-cards are also made by Dennison. Both designs are in keeping with the fine reputation this famous product enjoys.

DENNISON MANUFACTURING COMPANY, Dept. B-227,
Framingham, Massachusetts.

Please tell us how Dennison Service can help us.
We are interested in the items checked below.

☐ Tags ☐ Seals ☐ Labels ☐ Displays
☐ Printed Cellophane ☐ Boxes ☐ Package Inserts

Name.....

Firm.....

Address.....

City..... State.....

See DENNISON first ►

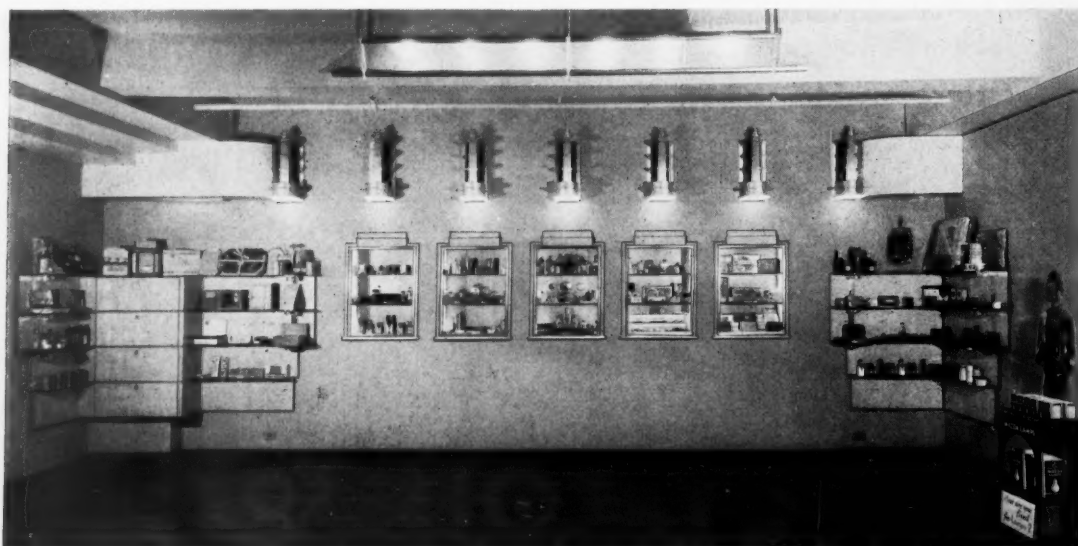
and with its widespread sales organization marked developments may be looked for in this line also. Dexter is undertaking a program of intensive development and research in connection with improvements in containers and equipment for their assembly and sealing. It is understood to have taken over the Bliss-Latham-Boston agency because of its belief that the fibre box industry offers tremendous possibilities of growth due to the increasing demand for better and more economical shipping containers.

The Arden Galleries, New York City, are displaying in their Modern Room a collection of Steuben Glass designed by Walter Dorwin Teague. This exhibit of "antiques of the future" will be open during the month of February.

Sylvania Industrial Corporation has announced a reduction in the prices of plain and moistureproof Sylphrap, effective January 11. The recent plant addition is nearing completion and will enable the company to take care of the expected additional business.

Du Pont Cellophane Company has announced a reduction in the price of Cellophane, effective Jan. 11. This makes the fifteenth reduction in price since domestic manufacture of Cellophane was started in 1924.

The Cin-Made Corporation (formerly The Cincinnati Mailing Device Company), Cincinnati, Ohio, has recently established a district sales office at 608 South Dearborn St., Chicago. The office is in charge of George H. Trevirens who has been representing the



Group display cases and shelves, Permanent Packaging Exhibit

Louis A. Stauderman died suddenly after a short attack of influenza, on January 28, 1933, at Hollis, N. Y., at the age of sixty-three. Until his retirement in 1931 he had been in active work with the Robert Gair Company, Inc., since 1885. Starting as an office boy, he advanced to the post of secretary, which office he filled almost from the incorporation of the company until his retirement. During this long period he occupied many important positions, including manager of numerous departments, advertising manager and director of sales and a director of the company.

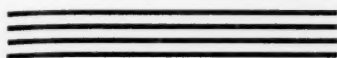
In his work he derived his greatest pleasure in his contacts with the personnel of his organization and in directing the activities of art, design and other promotional departments. In the development stages of the industry his activities along these lines were of particularly great benefit. His influence was felt in the development of show cards, lace papers, display containers and in the improvement of design on folding cartons and shipping containers.

company, on their line of fibre cans (paper or metal ends), mailing tubes and paper cores, in Chicago and Milwaukee for the past year and a half. According to A. J. Harris, general manager, the opening of this new office is a part of the expansion program for 1933 which the company is putting into effect. Additional sales representatives will be placed in the field during the next two months which will permit complete coverage of every part of the United States, Canada and Mexico.

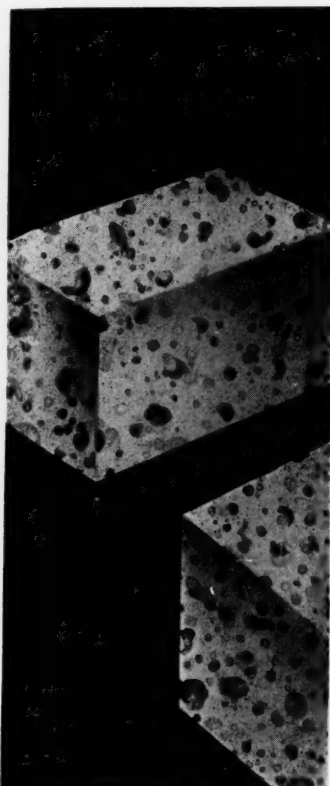
National Card, Mat & Board Company of Chicago has established another factory, at 11422 South Broadway, Los Angeles, Cal. The Los Angeles mill is in operation and is now serving the Pacific Coast territory. The new plant occupies a modern, daylight factory building, ideally situated for truck, rail and harbor shipping; machinery and equipment are modern and quite flexible for the production of various grades of cardboard, including showcard boards, artist and mounting boards, and numerous paper specialties. Charles W. Cryslar,



BIRGE



PRESENTS NEW IDEAS IN [^] [^] [^] [^] BOX PAPERS



Piquant renderings of luminous colors on Gold or Silver Backgrounds.

Present day conditions demand BOX COVERINGS that are SUPERIOR to the commonplace.

A Good Article can be SOLD in an indifferent package—but SALES VOLUME is the reward for the commodity that appears in MERITORIOUS ATTIRE.

The HOUSE OF BIRGE specializes in QUALITY PACKAGING MATERIALS.

Individual Treatments in Design and Material.

M. H. BIRGE & SONS CO.
Niagara, Maryland & 7th Sts.
Buffalo, N. Y.

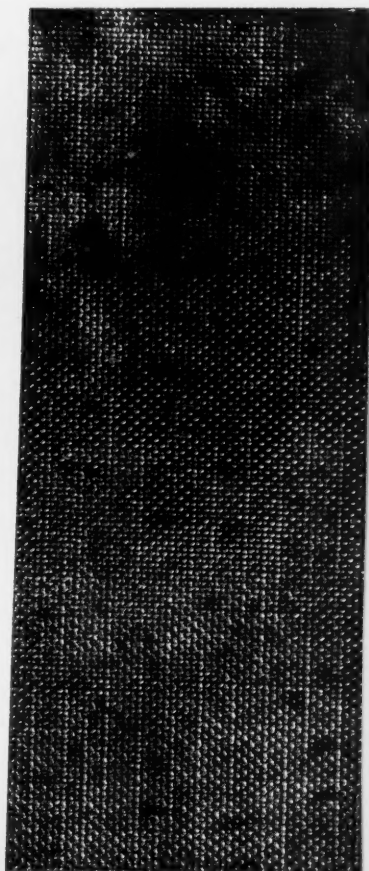
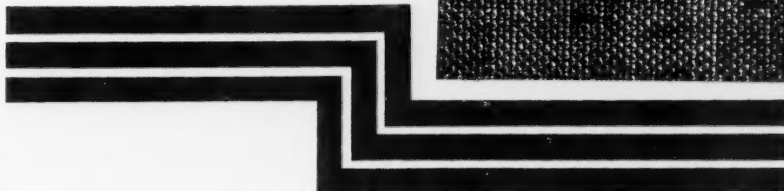
22 E. 40th St.
New York City

360 N. Michigan Ave.
Chicago, Ill.



BIRGE PRODUCES QUALITY:

BOX PAPERS
TISSUE PAPERS
SUEDES
FLOCKS
FLOSS-TEX
PRINTED CELLULOSE



vice-president, who has for many years been located at the Chicago plant, is now at Los Angeles, in charge of that division. These plants are also closely allied with the Card & Paper Works Limited, at Peterborough, Ontario, Canada. The Canadian factory was enlarged, remodelled, and put on an up-to-date basis some two years ago, and is progressively serving the Dominion of Canada with similar lines of product.

At the annual meeting of stockholders of the Springfield Glazed Paper Company, Springfield, Mass., the following officers were elected: president, Leo F. Supple; vice-president and assistant treasurer, Eugene E. Giard; treasurer, Frank E. Talbot. The board of directors is composed of these three officers with the addition of Winsor B. Day and John D. Stuart.

Mr. Supple has been active in paper merchandising

American Catalin Corporation, 230 Park Ave., New York City has issued a 16-page booklet describing the product Catalin and its various industrial uses. Catalin is a cast synthetic resin furnished in solid forms such as rods, sheets, tubes of special casting. It is said to be non-inflammable, odorless, tasteless, non-porous, practically moistureproof, resists alcohol, oil and all common acids, has a high dielectric, tensile and compressive strength, holds its shape and color and does not deteriorate. A sample of Catalin is attached to the booklet. Catalin is furnished in more than 75 standard colors, either plain, mottled, opaque, translucent or transparent.

The 50th Annual Convention of the National Confectioners' Association will take place at the Sherman Hotel, Chicago, June 19-23. Robert Everett Associates will have charge of exposition held in conjunction with



View looking west, MODERN PACKAGING Permanent Packaging Exhibit

for the past twelve years and until recently has been connected with the Whiting-Patterson Company. He will supervise the selling policies of the Springfield Glazed Paper Company and will devote his time towards the development and expansion of its sales.

Mr. Giard has long been connected with this company and for several years was Chicago representative. He will have direct supervision over manufacturing and production and will, also, continue to contact accounts in the middle west.

Mr. Talbot was formerly with Doubleday, Burnett & Snow, C.P.A., and will have charge of the financial affairs of the company.

The Springfield Glazed Paper Company has recently undergone a complete reorganization both in management and financial structure. With the addition of increased working capital, the company is equipped to maintain the quality and service that has made the company a leader in the glazed paper industry for almost sixty years.

these meetings. With the Century of Progress Exposition as an added attraction and with many interesting program and entertainment features scheduled, the association executives confidently expect the largest attendance in many years.

Whiting-Patterson Co., Inc., 386 Fourth Ave., New York City, has appointed Stewart L. Wooden of Belmont, Mass., as its representative in eastern Massachusetts and in northeastern Rhode Island in the distribution of the Whiting-Patterson "Personality Papers." Mr. Wooden is well known throughout New England in the fancy paper field.

"Why Our Package Was Redesigned," is the subject to be discussed at a luncheon-conference to be held under the auspices of the National Alliance of Art and Industry at the Hotel White, New York City on Feb. 20. Irma E. Marohn will act as chairman; C. B. Larrabee, Ben Nash and others are to speak.

A Diamond Ring .. and a Package of Gum



(Securing the right package at the proper cost)

IF YOU were selling diamond rings, your packaging problem would be comparatively simple—produce the handsomest possible package, with little regard for cost.

But in merchandising products of large volume and low selling price, such as chewing gum, razor blades, soap, crackers, candy bars, etc., the utmost ingenuity is required to find the right package—the one that will serve the product best, have the greatest sales appeal, *and still be within the proper limits of cost.*

We are well equipped to help you find the right package.

First, because we are practically unlimited in our choice of materials—our machines use plain paper, printed wrappers, Cellophane and other transparent materials, cardboard, foil, etc.

Second, because of the many different forms of packages our machines can produce—and the variety of products they can handle: irregular shaped candy bars, tender yeast cakes, fragile chocolate bars, soft iced cakes, fruit drops, etc.

Third, because of the wide experience we have gained in serving the leading package goods manufacturers, ever since machine packaging was first introduced.

In planning for package improvements and lower costs, we invite you to avail yourself of our assistance. Consult our nearest office.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS

NEW YORK

CHICAGO

LOS ANGELES

LONDON: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines



These three packages are identical and are shown to convince the credulous that snake meat is really being placed in packages. Delicious, too, as it is prepared by Floridian Products Corporation. The labels are printed in black on paper-backed foil



Providing an attractive setting for the showing of Rayzet razors, this lithographed display in silver and blue with black lettering commands attention on the retail counter. Designed and manufactured by Forbes Lithograph Mfg. Company

Dr. Edward R. Weidlein, director, Mellon Institute of Industrial Research, Pittsburgh, Pa., has announced the renewal of the Robert Gair Fellowship for research on moisture-proofing and grease-proofing paperboards for cartons and boxes. The fellowship was established in 1931 by the Robert Gair Company, Inc., of New York, for the purpose of developing improved moisture-proofing and grease-proofing qualities in paperboards used for boxes to keep pace with the advances made in package merchandising.

Several notable improvements have already been made available to the industry as a result of these researches. Among the most important is the development of a new adhesive for joining difficult-to-paste materials, as, for example, highly waxed paperboard and moisture-proof sheet cellulose. Particularly in the food industries, Dr. Weidlein said, it is frequently desirable to use a carton made of a wax-coated paperboard. When it was sought to improve the merchandising qualities of such a package by providing an inner liner of sheet cellulose or a transparent cellulose window, the problem of a satisfactory adhesive was at once apparent. Dr. Marion D. Coulter, who has conducted the scientific studies under the Gair Fellowship, succeeded after a few months in perfecting an adhesive for this purpose that is now in actual use.

The work of the Gair Fellowship for the ensuing year will be devoted to the major problem of developing moisture-proof and grease-proof coatings for paperboards, with Dr. Coulter in charge.



Finished in deep mahogany color and offering excellent reuse value, this molded box of phenol resin was featured, together with a carton of blades, as a gift package by Gillette. The box by Northern Industrial Chemical Company

Shredded
WAXED PAPER PACKING
that says of your product
"HERE IS QUALITY!"

Most effective presentation to your market.

A soft and resilient cushion that insures absolute protection.

No other producer has approached the sparkling crinkle, the high gloss, the freedom from chaff, the accuracy of cut made possible by our exclusive processes. Only first quality waxed tissues—no waste or job lots—are permitted in this line. (We can, however, supply shredded dry papers for rough packing purposes, and, on large orders, any other desired paper types and grades.)

For Easter or other retailing, for packaging, packing, window trim or general display, these shredded waxed tissues—and shredded transparent cellulose—are provided in small cellulose-wrapped packages, 100 to the carton; in bulk, 5-pound, 10-pound and 50-pound cartons, and 100-pound and 250-pound bales.

Thirty-second to quarter-inch widths; twelve superior colors in tissues, and the standard colors in cellulose.

Samples on request.

BENNINGTON WAX PAPER COMPANY
BENNINGTON, VERMONT



LEARN WHY the nation's most exacting buyers demand BEN MONT shredded tissues and cellulose . . . waxed papers in America's most comprehensive line . . . fancy wrappings, box covers and envelope liners . . . printing service in water colors, metallics and oil and aniline inks.

MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

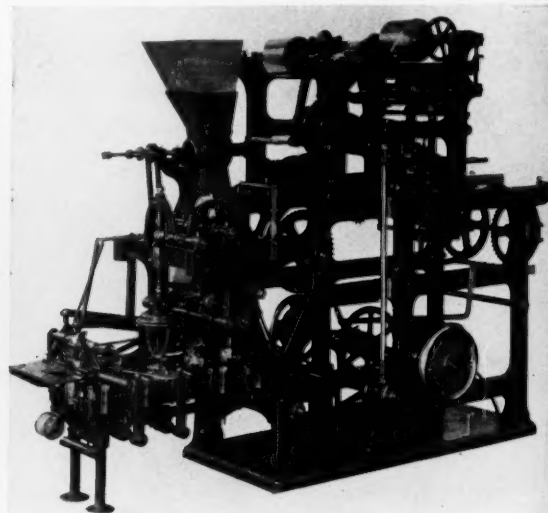
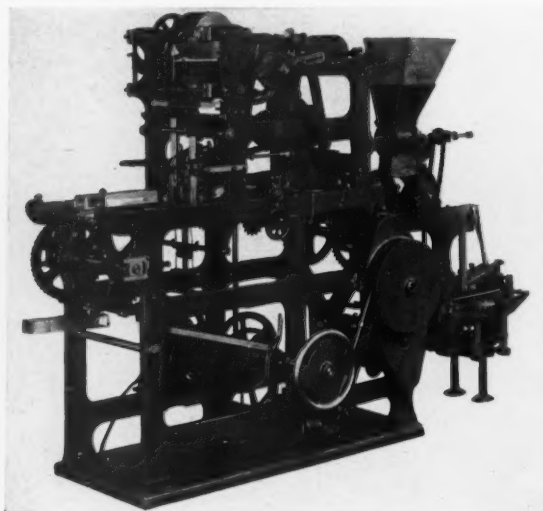
Performs Seven Operations

A unique and ingenious machine, which performs no less than seven different operations in the assembling of a package, has just been announced by the Peters Machinery Company, 4700 Ravenswood Ave., Chicago, Ill. This new machine, designed and built under the direction of E. G. Jurgens, general superintendent, and H. K. Becker, vice-president and general manager of the company, feeds from a roll of transparent cellulose; cuts the required length from the roll to make the size container or bag required; forms this cut piece; automatically fills the bag; twists the top of the bag, and places a seal of colored tape around the neck of the twist.

are made at an angle which obtains maximum strength.

The next problem was to develop a suitable feeding device which could be synchronized and made an integral part of the machine. After the bags are formed on the aluminum blocks, they are cleverly conveyed to a vertical position under a filling spout where the charge is dumped into the block around which the bag is formed. At the next position the bag containing the filled material is automatically stripped from the aluminum block and dropped into a conveyor so that it will be carried to the twisting device.

After twisting, the bag and its contents continue to a set of mechanical fingers that automatically seal the neck of the twist by means of colored tape. The ribbon tape



Two views of new machine for bag making, filling, twisting and sealing

To perfect the machine, several obstacles in design and mechanism had to be overcome to attain the desired objective, namely a machine which would dependably perform all of the above functions consecutively and consistently. It was necessary to devise a method of guiding the cut sheet of transparent cellulose through a stationary channel so that it would form itself into a rectangular bag as the sheet was being drawn through the channel by means of a series of aluminum blocks fastened together with carrier chains. Then a suitable gluing device was required to seal the sides of the bag in such a way as to use the least amount of transparent cellulose and at the same time produce a durable, strong bag. There is no seam in the bottom of the bag and the folds

seal is about $\frac{1}{4}$ in. to $\frac{3}{8}$ in. wide and affords a substantial finish to the package.

The speed attained by the machine depends upon the size of the bag to be made. The average speed on the average package, however, is said to be around 25 to 30 per minute.

Due to the fact that the machine completes so many operations within itself—makes the package from the least amount of material possible, fills the bag automatically, twists the neck and seals the neck of the twist, all automatically—it may be assumed that the saving effected will return the investment in such a short time that the price of the machine will soon be forgotten, although the profit per package continues.



With
HEEKIN HARMONIZED COLORS

COLOR LITHOGRAPHY on metal, perfectly reproducing each tint and tone that blends into the colorful attractiveness of your container has earned for Heekin Lithographed Cans, with harmonized colors, a reputation that has built our business bigger and bigger as each year comes and goes. No matter your product, we will help you improve upon your present container or suggest new designs. Write THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.

Applying the Photo-Electric Cell to Scales

There has been a gradual but pronounced trend away from the measurement of quantity by volume in favor of measurement by weight. This paralleled and was stimulated by the widespread consumer acceptance of packaged goods. It also can be attributed to enlightened Weights and Measures regulations and improved merchandising practice.

This movement has been followed with considerable interest by scale manufacturers. It presents a weighing problem which, until recently, has been found difficult of satisfactory solution. The ideal arrangement would be to build a scale for operation with other packaging equip-

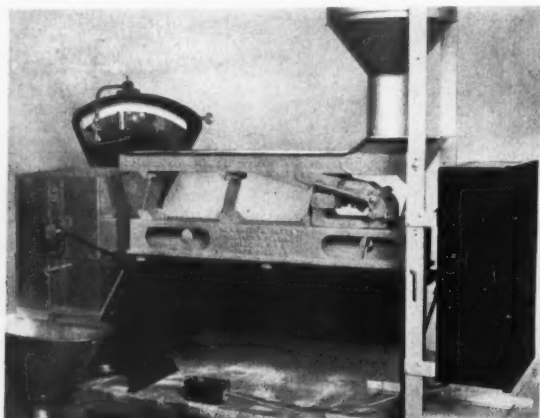


Fig. 1. Scale with photo-electric cell attachment for packages of a few ounces up to 30 lbs.

ment which will permit the use of mechanical or electric valves or gates to control the feed of material to the scale. To regulate the flow of goods by means of a connection to the scale mechanism is not as simple as it seems. The trouble is that any such connection introduces friction and consequently reduces the accuracy of the scale.

For mechanical reasons such connections should be made at a point on the scale where there is a maximum of movement. Unfortunately from the scale angle such a point is the worst possible place to make a connection since any slight amount of friction there becomes magnified or multiplied in the scale mechanism to introduce considerable weighing errors. Such errors almost invariably lead to overweight, which in quantity production mean a large accumulative loss of material.

Most scale manufacturers have attempted to handle the job by the use of "Cat-Whisker" electrical connections at the end of the scale indicator where there is a large movement for small increments of weight. However, the power available at the end of the indicator is at a minimum, so that the friction introduced causes appreciable weighing errors.

Many variations of the above scheme were tried out with only partial and incomplete success. It remained

for the development of the photo-electric cell to provide a means of energizing valves, gates and conveyors without the introduction of friction. In other words, we may now cut a ray of light, applied to a photo-electric cell, by means of a scale indicator and control any amount of electric power through an arrangement of relays.

The Toledo Scale Company, realizing the possibilities of the photo-electric cell in connection with scale operation, some time ago began the necessary research to make the combination a complete success. Not only was it necessary to develop the scale part of the job, but also suitable electrically operated valves, hopper gates and conveyors. The following is a partial list of materials to which such equipment has been successfully applied:

Alcohol	Candy
Phosphoric Acid	Macaroni
Paint	Noodles
Fats, oils and greases	Sodium Carbonate
Molasses	Crushed Rock
Sugar	Coal
Cement	Nuts (meats and in the shell)
Flour (wheat and rye)	Rice
Cornmeal	Coffee
Oatmeal	Tea
Corn Flakes	Crackers
Tapioca	Cookies

This work has been in progress for a period of years and the equipment developed is now ready for application in industry. The accompanying illustrations show four types of available devices.

Fig. 1 shows a device suitable for use in putting up packages of a few ounces up to 30 lbs. A supply hopper, shown at the upper right, delivers the material to a vibratory conveyor which is electrically operated. The conveyor discharges into the weigh hopper shown

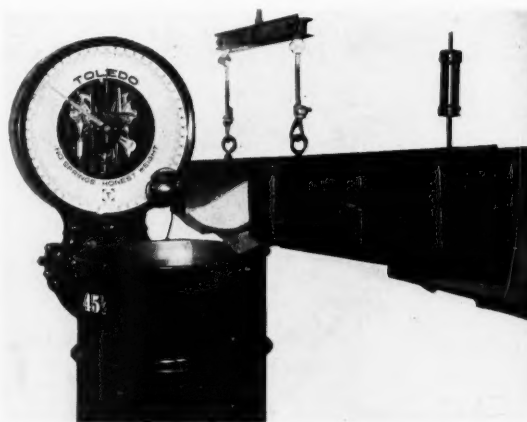
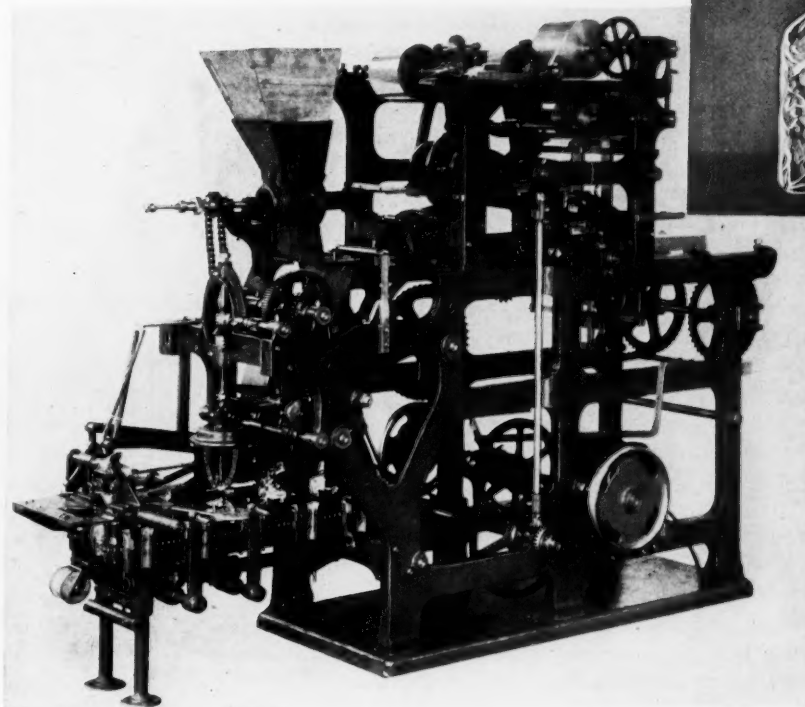


Fig. 2. Portable scale for barrel filling

mounted on the scale. To operate, the electric button in the foreground is pressed and this sets the conveyor into operation, discharging material into the weigh hopper. As the load in the hopper increases the scale indicator starts to move from (Continued on page 106)

AN ANNOUNCEMENT EXTRAORDINARY of Great Importance *to every concern using transparent cellulose bags*



With pleasure and pride the Peters Machinery Company announce the completion of this most important development in the art of packaging with transparent cellulose bags.

After years of testing and experimentation, this remarkable new machine is offered to the industry. From the roll of transparent cellulose to the finished, filled and sealed bag,—every phase of the packaging is performed in a continuous operation. Transparent cellulose, printed or plain, is placed in roll form in the machine. Automatically, it is unwound, cut to length, a strong bag formed and heat sealed, then filled with the exact amount re-

quired. Automatically, the top of the bag is twisted, closed and tightly sealed with cellulose tape and the finished package delivered to the conveyor. Many variations in the size and shape of the bag are possible, and best of all it bears that indisputable stamp of quality and perfection carried in the Peters trade mark.

This remarkable new machine will quickly amortize its modest original cost.

It may be seen in our plant in Chicago, or we shall be happy, of course, to give full detailed information by mail.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO, U.S.A

Packaging Textiles

(Continued from page 76)

That new and attractive gift and reuse packages can be created there is no doubt. In the chain and department stores, women are buying empty boxes today and paying from ten cents to several dollars each for them. Most of these are for general use, but there are others constructed especially to hold particular objects. Partitioned stocking boxes are popular, for instance. If such a useful container is not adaptable as a gift box for six pairs of stockings, there is the stocking folder, resembling a book cover with pockets in each inner surface, which could easily be designed as a gift package.

The success of a typewriter manufacturer in packaging his folding machine in an overnight suitcase, points to the possibility of using an inexpensive small suitcase or beach-swimming suit case instead of the usual wood chest. A simple but handsome stationery folder could contain two sheets or four pillowcases. Probably a useful brief case for women's use could be designed to fit the budget available for such packaging. Neckties are already being merchandised in good-looking folders which are useful in traveling and which act as tie-pressers also. Particularly if the textile manufacturer is willing to fold his product in other than the traditional ways, a great many new opportunities for novel and useful gift packages are thrown open.

To return to the general characteristics of textile packages today, it is rather astonishing that packages as large as most of these are should carry little or no copy. Two factors suggest an opportunity for the manufacturer to carry an interesting and important message to the consumer. The first is that the majority of women today know very little about the qualities of the textiles offered

them. The second is that the number of recent improvements in manufacturing processes give an important distinction to different products which may be much the same in appearance. Therefore certain manufacturers have a real story to tell the prospective buyer concerning the quality and merits of their product: non-shrinking, stronger weaves, guaranteed fast colors, superior wearing quality, number of threads, etc.

Certainly there is no more logical and inexpensive place to tell this story than is furnished by the package itself. The objection has been raised that the department store buyer is opposed to textile packages carrying copy, and in some cases even to a reasonably clear manufacturer's identity. However, the modern department store uses the newspaper advertising space for which it pays, to carry just such information to its public as the strongest means of selling textiles.

The textile industry of later years made a rich progress in the improvement of its products. Both technical advances and admirable applications of design have made this merchandise far more appealing to the women of America than it ever was before. This progress, however, has not been carried to the textile package. Transparent cellulose has enabled the product to sell itself on its appearance appeal. The gift package remains bound by traditional put-ups.

The reuse aspect of the gift package calls for ingenuity and some fresh thinking in terms of what the woman wants today in her home. Last, but by no means least, textiles have an interesting and important story to tell the consumer. There is a legitimate opportunity for the manufacturer to state the merits of his merchandise and the package is the logical place to carry his message and his identity, not in terms of the mill, but in terms of the consumer.



Quite a deviation in sport beauty kits has been developed by Primrose House. A fabric covered case which may be had either in stitched black suede or rough brown cloth with yellow design and lined with canary yellow silk serves as the container for the essentials for a quick treatment. The contents in the case are typical of Primrose House both as to product and container. The case is held shut by a strap closing with a large metal button. The strap also serves as the case handle

Filling 45 per minute



Filling small containers, on STOKES 15-C model full automatic machine, at the rate of 45 per minute. Filler keeps 3 seamers busy.

with the New STOKES Single-Auger Powder Filler

Fast, accurate, clean filling—in the case of small containers even as fast as 60 or more per minute—is both possible and practical with the new STOKES Single-Auger Powder Fillers, 15-C and 15-E. One operator required.

Manufacturers of powdered or granular products who wish to install equipment that may be later expanded to meet growing production without sacrificing the original investment should get complete details on how the STOKES Basic Model, 15-B, meets this situation. The same folder describes the full-automatic models, 15-C and 15-E, which we believe to be the fastest single-auger machines on the market.

- Features**
- Accuracy**—Net weight fillers—variation within plus or minus 1%.
 - Speed**—Up to 65 per minute, varying with the model.
 - Cleanliness**—“Float” and spillage reduced to a minimum by means of special filling methods and dust collector.
 - “Change-Over”**—Simple adjustments easily made. Especially important where a variety of products is being filled.
 - Construction**—Modern. Compact. Mechanism and motor in base. Transmission gears run in oil, guarded against dust. All models motor driven.



Write for Folder
“Stokes Powder Filling Equipment”

FJS STOKES MACHINE COMPANY

Packaging Machinery Since 1895

5970 TABOR ROAD OLNEY P. O. PHILADELPHIA, PA.

New York Office—103 Park Ave.

Chicago Office—307 N. Michigan Ave.

Los Angeles Office—1231 E. 7th St.

(Continued from page 102) left to right and when the indicator cuts the ray of light being applied to the photo-electric cell the rate of speed is reduced through an arrangement of relays controlling the conveyor. The conveyor continues to feed at a reduced rate of speed until the light is readmitted to the photo-electric cell by the passing of the indicator and this stops the conveyor completely. A short time after the stopping of the conveyor the trap door in the side of the weigh

and then the conveyor operates at a low rate to trim the load exactly.

There is practically no limit to the size of the scale or the size of the load weighed as far as the application of the photo-electric cell is concerned. It can be attached to anything from a very small scale with only a few ounces capacity up to the largest railroad track scale with weighing capacity of 200 tons or more. Of course the scale may be of any type including bench scales, portable scales, floor, platform scales, monorail scales, suspended tank scales, hopper scales, warehouse and autotruck scales and, as mentioned before, railroad track scales.

Fig. 3 shows a Toledo Portable Scale upon which is mounted a steel drum and into which is discharged a liquid through a pair of electrically operated valves. In previous illustrations are shown how dry or semi-dry materials are handled with the vibratory conveyor acting as a gate, and the electrically operated valve serves the same function on viscous or liquid substances. These valves are made in a variety of sizes, types and pressure characteristics, suitable for almost any ordinary liquid and with only a few exceptions. The operation of this equipment is identical to that described for the equipment shown in Fig. 2.

The machine shown in Fig. 4 does an unusual and difficult job and completely eliminates the human factor from a complicated weighing operation. One of the largest packing houses in Chicago exports lard in boxes which are divided into two compartments by a partition

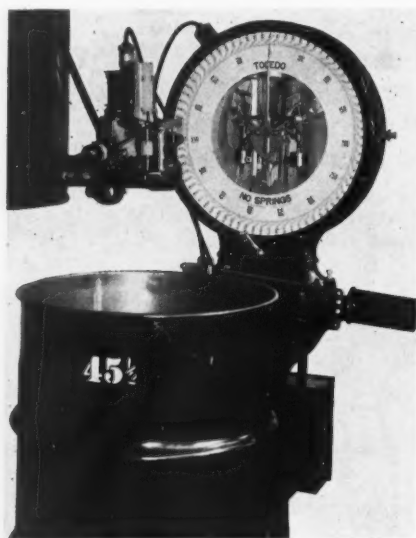


Fig. 3. Scale in combination with electrically controlled valves for liquids

hopper is automatically opened to discharge into the bags or cans in which the goods are merchandised.

This equipment can be arranged to operate continuously with a short delay between the discharges of the hopper to permit containers to be brought under the weigh hopper, either manually or automatically.

It should be noted that this device and those described in the following paragraphs perform one additional and important function which the majority of scales used in connection with packaging equipment do not include. This is to provide an indication of the net weight at which the device has cut off. This serves as a tell tale at all times so that any variations which may be taking place are immediately and readily visible. The device does not conceal such variations nor make it necessary to have additional equipment to check the scale.

Fig. 2 illustrates a combination of a large size vibratory conveyor in combination with a Toledo Portable Scale upon which a barrel is resting. The operation of this equipment is similar to that previously described except that filling is direct into the container, in which the material will be shipped, in quantities up to the capacity of the scale, in this instance 250 lbs. In operation the weight of the barrel is set off on the tare beam by the operator and the conveyor started by pushing a button. This particular device is equipped for a high rate of conveyor speed for the first part of the filling

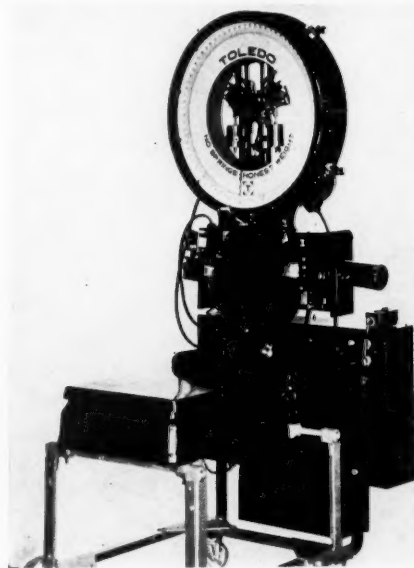


Fig. 4. Bench type platform scale with electric-eye attachment

down the middle. In each side of the box it is necessary to measure exactly 28 lbs. of lard. It is stated that the equipment shown will permit a saving in labor estimated between 50 and 75 per cent.

The device consists of a bench type platform scale with dial indication, mounted on a stand. The photo-



Myracol

PAPER EXCELSIOR AND OTHER PACKING SPECIALTIES

LABORATORY TESTS prove Myracol packs faster, gives greater protection against shock. It won't dry out or splinter, won't mar delicate surfaces.

Myracol is used to pack a multitude of products—drugs, candies, odd-shaped articles, glassware, cosmetics, foods, etc.

Myracol has style—eye appeal. In virtually every color—in tissue, waxed moss and sparkling transparent cellulose. Retailers like Myracol. They use it in display work.

For Easter, green Myracol grass. In red, white and blue for Decoration Day.

Seelpad—new packing pad—sealed securely at both ends. Seelpads are cleaner. Flexible, they won't crack or split. The surface of these packing pads is soft—to protect delicate finishes. Filled with Myracol to cushion against breakage.

Use this double-protection pad for furniture, radios, electrical goods, and many other products. Seelpads are moderate in cost.

Other Pioneer Products include: Shredded News, Overissue News, Corrugated Rolls, Fruit Wrappers, Shredded Oiled Tissue, Basket Caps, Crepe Wadding, Yellow R. R. Tissue.

Corrugated Rolls offer a style material that also protects. Liquids, for instance, with corrugated wrapper, and pad of absorbent crepe wadding—can be shipped with greater safety.

For Fruits and Vegetables—oiled shredded tissue, wraps, basket caps, fringes, liners—are reducing scalding, bruising—are stimulating sales and prices by more attractive display.

Investigate this extensive line... Write for samples of *Pioneer Products*.

442 WEST OHIO STREET, CHICAGO

PACKING MATERIALS DIVISION

PIONEER PAPER STOCK COMPANY

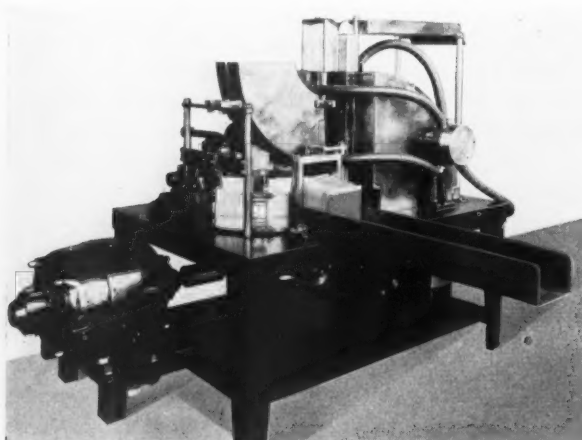
electric cell used is of the conventional type except that in this instance it does three jobs. In the first place it is used to actuate a device for automatically compensating for the varying weights of containers. By doing this operation automatically the errors caused by the necessity for offsetting the weight of the containers by hand are entirely eliminated and the time and labor saved. Second, the photo-cell actuates a pair of valves which shut off the flow of lard into one compartment of the container and trims it to exactly 28 lbs. Third, the device repeats the filling operation on the other side of the box with another pair of valves to place exactly 28 lbs. in that side also.

This machine is so designed that when a box is placed upon the platform an electrical contact is made which actuates the automatic tare feature and when this operation is done the two filling operations take place successively. It is then necessary to remove the filled container from the scale and for an empty to be placed on the scale before the operation will repeat.

The four devices illustrated and described are but a small fraction of what can be done in applying the photo-electric cells to scales. Already a great deal of experimental work has been done and there is still more to be done. It all points to a large potential market because of the large saving in materials that can be shown by improved scale accuracy.

New Envelope Filler

Shown in the accompanying illustration is a new envelope filling machine recently announced by the Wright-Dalton Machinery Company, Inc., Durham, N. C. It is stated that this machine with one attendant, will fill, seal, counts and stack at speeds varying from 60 to 100 per minute, depending on the size of the ingredient. Powder, pills, tablets, candy, cereal, crackers, nuts, powder puffs and small size flat gauze pads have been successfully handled, and the machine is no doubt adaptable to other products. The envelopes vary from 1 in. x 2 in. to 2 in. x 4 in. and larger sizes can be con-



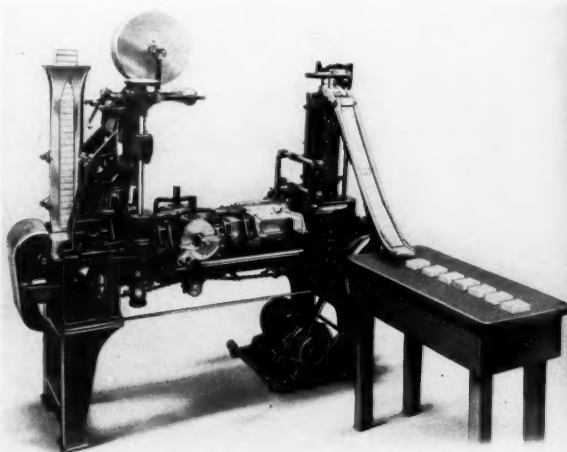
Envelope filler, sealer, counter and stacker

sidered. These may be of glassine, paper or transparent cellulose.

The price of the standard size which takes envelopes up to 4 in. x 4 in. is \$1,500 f.o.b. Durham, N. C. Over all dimensions are as follows: Height, 27 in.; width (including delivery trough), 33 in.; length, 44 in.; weight, 400 lbs. The machine is equipped with a ½ h.p. motor used to drive both vacuum pump and machine.

Improved Wrapping Machines

Sturdy construction, operation which is practically vibrationless, and the precision and accuracy with which each package is wrapped, are among the advantages claimed for the Rose wrapping machines. There are four distinct types, all of which are well adapted for the use of moisture-proof self sealing or plain transparent



Improved type of wrapping machine

cellulose as well as glassine and can be equipped with a mechanism for applying a booklet or coupon between the package and outer wrapper.

The four classes are: ILG (small size) for wrapping packages similar in size and shape to razor blades, chewing gum, etc.; LG for rectangular packages of cigarettes, tablets of soap, packages of cheese, cough drops, etc.; MLG for larger boxes of cigarettes, paper pouches of tobacco, tea, etc., and the ALG (large size) intended principally for rectangular cartons, boxes of cakes, as well as display packages.

Although there are four classes of machines, and each class has certain limits regarding the maximum and minimum size packages they will handle, each machine can be equipped to wrap several different size packages providing they all come within the limits of that particular class.

In the case of the smaller machines (ILG and LG) the packages are placed in a stacker feed but on the ALG and sometimes on the MLG type a conveyor feed is used. The transparent cellulose, or whatever wrapping material is used, is drawn from a reel and mechanically cut off at the proper length, or if desired a

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HOEPNER

and
CAPEM

**AUTOMATIC
PACKAGING
MACHINERY**

*REDUCES
PRODUCTION
COSTS AND*

*AIMS
DIRECTLY
TOWARD*

... successful merchandising

Modern methods and improved equipment continue to penetrate new fields of profit. A generation of American industry has indicated its confidence in this organization and the two outstanding lines of packaging machinery which it sponsors. The name HOEPNER stands unchallenged where automatic weighing, filling and bagging of dry products is involved. The trade-mark CAPEM enjoys world wide prestige. It identifies equipment primarily designed for the automatic sorting, feeding and applying of practically all types of caps and closures. Three decades of effort in the direction of these and related packaging problems provide the background of experience which is available to you without obligation.

CONSOLIDATED PACKAGING MACHINERY CORP.

HOEPNER AUTOMATIC MACH. CO.,
DIVISION

1400 West Ave.
Buffalo, N. Y.

CAPEM MACHINERY CORP.
DIVISION

suction sheet feed can be supplied instead of the reel. The machines are equipped for using any adhesive or solvent best suited for the wrapping material, and there are micrometer adjustments for the adhesive transfers that permit an accurate regulation of the amount applied to each seam.

As all of the Rose machines are high speed, having a maximum output of from 220 smaller packets per minute to a minimum of 60 per minute of the larger size packages, electric heaters are usually employed for the purpose of quickly and securely completing the seal.

The Improved Rose wrapper is said to be easily operated even by the most inexperienced attendant. The transparent cellulose or paper feed can be unlocked and opened so that there is little time involved in putting the wrapping material in its proper position preparatory to starting the machine. An automatic safety catch is part of the equipment to prevent the machine from jamming in case an imperfect package becomes caught in the channels. Two attendants are usually required for one of the smaller type machines, an operator and a package feeder, in the case of the MLG and ALG types where conveyor feeds are used one operator for each machine is all that is necessary.

Rose wrapping machines are manufactured by Rose Brothers, Ltd., Gainsborough, England. American representative is Craggs & Smith, Inc., a subsidiary of American Machine & Foundry Company, 5502 Second Ave., Brooklyn, N. Y.

Automatic Paper Tube Cutter

A full automatic paper tube cutter has recently been developed by the J. L. Ferguson Company of Joliet, Ill.

In this cutter the tubes, cut in long lengths by the winder, are received from a gravity feed and automatically placed on the cutting arbor for the trimming of ends and cutting into can lengths. These lengths are also automatically discharged from the arbor on to a conveyor which delivers them to the point of capping. Should the discharge conveyor become filled the machine automatically stops, and again starts when the congestion is relieved.

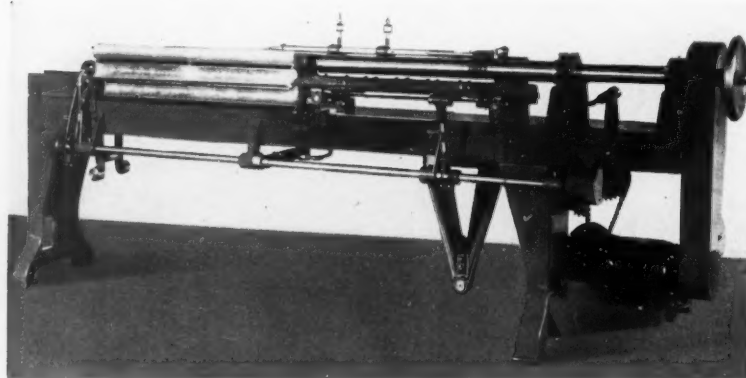
This machine is said to operate at a speed up to twenty-five long tubes per minute and cuts them into any

reasonable number of can lengths. They are built in either right or left hand units and when one of each is installed in parallel series the production costs may be further decreased. No operator is required, other than the one needed to keep the machines supplied with tubes.

A new development in folding boxes which is said to be meeting with successful acceptance is that known as "Cumlokt" and distributed by Boxboard Products, 200 Paul Ave., San Francisco, Cal. Suitable for clothing, laundry, collars, bakery goods and other products, these boxes are delivered flat and require but a simple upward pull to be ready for use. In place, the corners of the box are locked, as indicated by its name. Patents on this box and on the machinery for folding it are held by E. L. Stern and R. J. Gruenberg.

"Truth About Modern Food Packaging" is the title of a 16-page booklet recently published by the Kalamazoo Vegetable Parchment Company, Kalamazoo, Mich. The title is particularly expressive in that the information included in the booklet is based on series of tests, the results of which are shown in diagrams and charts that show relative conditions as encountered in the wrapping of various food products in different papers. Well illustrated and with a convenient arrangement of the text, this publication is a distinct contribution to the cause of proper packaging.

A new type of cotton mesh bag specially constructed for the shipment of onions has been placed on the market and is being given initial use by a score of wholesale shippers and distributors in Michigan and New York. Large orders already placed have been for a 50-lb. size but, according to the Cotton-Textile Institute, 10-lb. and 25-lb. sizes are also being developed. The 10-lb. size is designed for the packing of onions in a standard retail sales unit. In addition to enhancing the attractive appearance of the packaged onions, it will appeal to the housewife because of the re-uses to which it can be applied, such as a dish cloth or mop pad. Other large markets for these new cotton bags used as a reinforcing cover for sugar, flour and similar items put in transparent cellulose, are being explored.



Full automatic tube cutter that operates at 25 long tubes per minute, cutting to required length

ETCH
A new m
wood sur
the beaut
grain. Th
taglio wo
combined
striking b
design.

E

TH

ETCHWOOD

A new method of treating wood surfaces to emphasize the beauty of the natural grain. This etched or intaglio wood block effect combined with colors offers striking beauty in container design.



ETCHMETAL

A new method of processing metal to obtain both dull and reflected surfaces together with multicolor effects in modern design. Its application to containers is exclusive by Pilliod.

PILLIOD

ETCHWOOD

ETCHMETAL

Merchandisers are constantly confronted with the problem of presenting their products in a manner which appeals to the consumer.

Etchwood and Etchmetal containers strike an ultra-modern note in container design and their after-utility value is immediately appreciated by the purchaser.

Pilliod offers the ultimate in "Buy-Appeal" for your product at the point of sale. » » Let us submit a suggestion for increasing your sales.



See the interesting Pilliod Exhibit in Booth 211 at the Third Packaging Exhibition, March 7th to 10th, Hotel Pennsylvania, New York City.

THE PILLIOD CABINET COMPANY . . SWANTON, OHIO

FEBRUARY, 1933

111

Making Cans Tamper-Proof

Tom, Dick and Harry's filling stations have been suspected so many times of substituting inferior products for what the motorist requests that something is finally being done about it by manufacturers of lubricants, anti-freeze solutions and similar products.

Evidence of this is given by the three accompanying illustrations. Quality products, packed in distinctive cans that are easily recognized by purchasers, form a part of the remedy. But sometimes, even when such containers are used, empty cans are filled with cheap substitutes and palmed off on the unsuspecting or hurried buyer. Consequently, many manufacturers are adopting



The new Socony-Vacuum "Upperlube" top oil for automobile engines is protected until it reaches the consumer by the use of a tamper-proof seal

tamper-proof seals as a further guarantee of their products.

The examples employ a new combination that has been developed for applying a standard tamper-proof seal to a can. This makes use of a "Goldy" seal, made by Aluminum Seal Company, New Kensington, Pa., and a specially designed "Goldy" nozzle, made by Williams



Firestone Tire & Rubber Company guarantees their anti-freeze solution to the purchaser with a tamper-proof seal

Sealing Corporation, Decatur, Ill. All the cans shown except the larger of the two "Gulfpride" cans are equipped in this way. With this large can purchasers



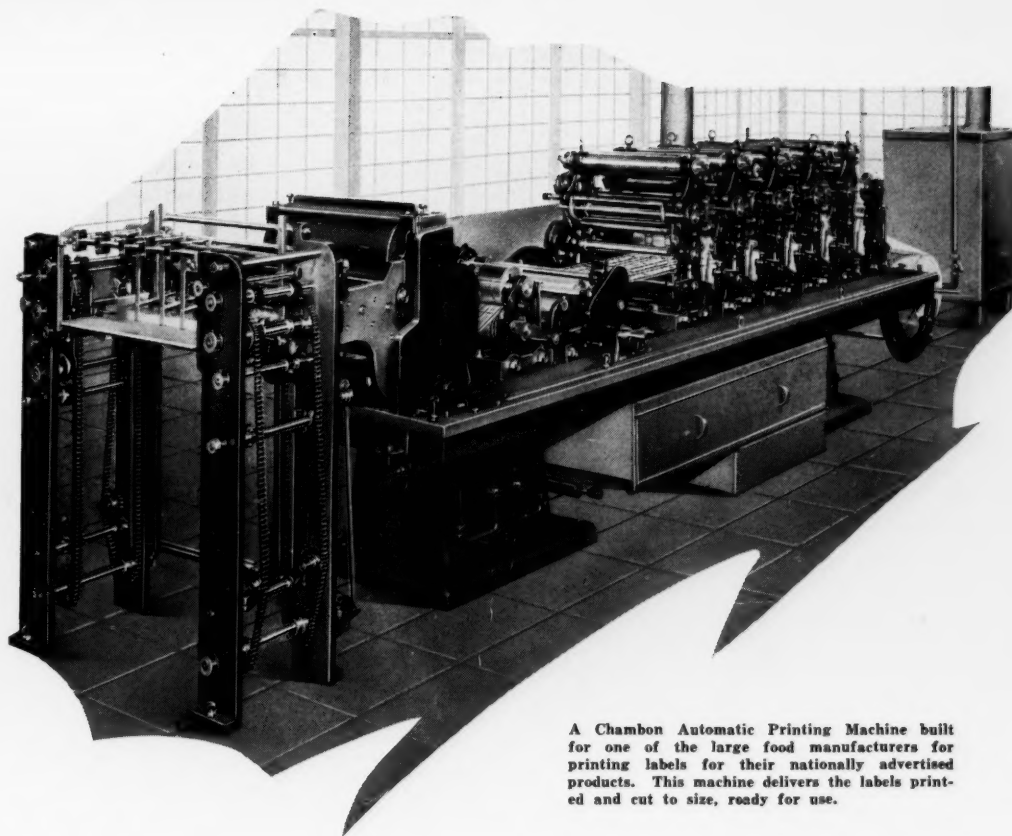
Gulf motor oils are known to be genuine when the tamper-proof seal on the can is unbroken

may not desire to use all the contents at one time. Therefore the nozzle is threaded and capped with standard screw cap for reclosure purposes. Over this is placed a "Goldy" over-seal, which gives the same protection as the standard seal used on the other cans.

The tamper-proof feature of the seal consists of an inner disk which carries the seal or liner and an outer shell of thin aluminum. This shell is rolled, at the lower edge, under the bead on the nozzle, in such a way as to hold the disk and liner securely in place. The shell is provided with a tab, as shown in the illustrations. When this tab is raised and then pulled sharply downward, it tears through the thin aluminum, thus breaking the seal and opening the can. To facilitate removal of the seal, seals of the scored type are used, in which the band is partly cut through at the base of the tab, which consequently tears through with great ease. If the shell has already been broken or removed, it is evidence to the purchaser that the contents of the can has been tampered with.

Campbell Paper Box Company, South Bend, Ind., have just issued an instructive and useful booklet which is aptly called "An Unusual Presentation of Paper Products You Use Daily." In 16 well illustrated pages is told a complete story of folding cartons, displays and tags of various kinds. Of particular interest to all users of folding cartons is a chart showing the popular styles of cartons.

Standard Specialty and Tube Company, New Brighton, Pa., has issued a new catalog which describes the several styles of collapsible tubes and applicator pipes made by the company, as well as filling, closing and clipping machines. In addition there is included other valuable data and information for those interested.



A Chambon Automatic Printing Machine built for one of the large food manufacturers for printing labels for their nationally advertised products. This machine delivers the labels printed and cut to size, ready for use.

Printing Joins Packaging in the Production Line

The Chambon Automatic Printing Machine is specially designed to fit into the production line and to operate on a continuous production basis, 85 to 95 per cent of the working day, enabling manufacturers to produce their own cartons, labels, wrappers, tags, etc., as they require them, by the most economical method.

An operator keeps the machine supplied with paper and ink and removes the finished work. Skilled labor is not required, due to built-in accuracy and minimum of adjustment necessary. The paper is fed to the machine in rolls. It travels through the press in a straight line and the printing operations are performed successively by cylindrical plates good for as many as 100,000,000 impressions.

Any number of colors may be used without affecting the cost appreciably. Both sides of the paper may be printed at the

same time. There are no registry problems, and make-ready is eliminated entirely.

Chambon machines can be adapted for letterpress printing, dry offset, or rotogravure, or combinations of these methods. The same machine can be used for scoring, creasing, embossing, perforating, slitting and rewinding, sheeting, dieing out to shape, and other supplementary operations. The machines are compact in size and require but a fraction of the space needed for ordinary printing equipment.

Manufacturers interested in the problem of reducing printing costs and in handling their printing on the same basis as they do other manufacturing and packaging operations are invited to write for further information. CHAMBON CORPORATION, 917 New York Avenue, Union City, New Jersey.

Chambon



Corporation

Package Identification and Protection

(Continued from page 66) by parliamentary strategy. Conclusion was reached that the Congressional imagination would be most strongly appealed to by an anti-counterfeiting measure designed to safeguard the public health and prevent imposition upon the ill and incapacitated.

The thought is, that ultimately the Copeland Bill shall be extended or paralleled by similar legislation for the security of packages in other lines. The drug manufacturers have told their brethren, the toilet goods manufacturers, that they have no particular objection if effort is made on the floor of Congress to tack to the pending Senate Bill an amendment stretching the shelter to encompass packaged and labeled cosmetics. On general principles, though, it is accounted the best tactics to first press the Copeland Bill in its present form and then, later, put on lean-toes covering other lines.

Packagers who anticipate relief from Congress at no distant date are already looking forward to the day when some arrangements must be made to systematically police the package field in order to promptly detect and bring to prosecution violations of the law. It goes without saying that the Department of Justice, however willing to act when iniquities are uncovered, has not the machinery for that continual surveillance of merchandising channels which would be necessary to promptly ferret and trace to its source every fresh forgery of package copy.

To cope with the threatened situation self-policing by industry seems the only solution. Especially if, as predicted to MODERN PACKAGING by Carleton H. Palmer, president of E. R. Squibb & Sons, the repeal of the Eighteenth Amendment would quite naturally turn the attention of erstwhile forgers of liquor brands to "fast selling specialty items." Accordingly, plans are already hatching for some form of inter-industrial cooperation which would result in a pooling of funds by packers in the various imperiled lines and the joint employment of private detectives or intelligence agents who would consistently range the retail field in an effort to give notice quickly upon the appearance of each newcomer among the counterfeits, and collect evidence to warrant the seizure of spurious packages together with the equipment and supplies for producing the false-face containers.

Uncle Sam Reports on Packaging

Just a shade of disappointment is felt in certain quarters because the long-awaited Publication No. 73 of the U. S. Domestic Commerce series fails to shed any of the light needed on the two most interesting packaging questions of the hour. The first count on which Uncle Sam yet leaves us in the dark is that of the ratio between packaged goods and bulk commodities. Obvious though it be that almost every class of raw materials and manufactured products are taking to containers, there is a keen desire for statistics or percentage tables which

will show the apportionment in terms of aggregates. The second conundrum on which the official document is silent is the intriguing one of the extent and the probable permanency of the reported current trend to larger retail units in packaging for consumers.

Without having any call in particular to defend Uncle Sam, it may be pointed out that all the circumstances which have just yielded this first major report on the institution of packaging, precluded a showdown on packaging volume for the country at large. The package monograph is a by-product of the National Drug Store Survey. That is to say, all the data on which this manual is based was collected in the cross-sectional study of sales in chain and independent drug stores. That means that this examination of packaging was restricted in "ammunition" to one commodity line (albeit a diverse one) and to a single geographical scene, viz, the St. Louis market area.

On top of the above limitations behold other dictates of specialization that narrowed the focus. The package annex of the National Drug Store Survey wasn't created to gather statistics, even within its restricted but representative territorial range. Instead, the approach to the package equation was wholly from the merchandising angle. The Merchandising Research Division of the Bureau of Foreign and Domestic Commerce had the job in hand. And it felt warranted in devoting the attention it did to packages because of the recognition that has come to repackaging as one of the means of sales promotion.

The Package-Change Program Gets the Limelight

The title of the little book gives cue to its objective of adjustment to the packaging revolution. "The Merchandising Requirements of the Drug Store Package" is a formula for package modernization in the interest of successful capture of consumer-attention amid the rivalry of hundreds of competing contenders. To a considerable degree, Uncle Sam appears in this book in the role of a schoolmaster. But there are scattered, here and there through the advisory text, fragments of statistics and test records that are probably capable of some service to packagers who wish to draw their own conclusions with respect to packaging policies from factual research.

Illuminating in this wise is the information collected in drug store lines with reference to standard or prevalent units of size in the several lines. And the further showing that, in the majority of package modernization or redesign programs, there has been little disposition to disturb the traditional set-up of sizes. Especially is there reluctance, according to the Government evidence, to tamper, in redesign, with a package unit of a size or capacity that dominates its line or is established by custom as the best seller. The "modal size" is the Government's apt characterization of the package unit that leads its family and the investigation in the drug trade showed that "the modal point," while ranging from 1 to 32 oz.,

American Management Assn.

3rd

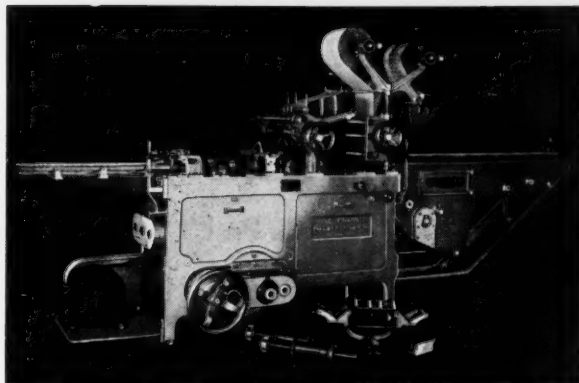
PACKAGING EXPOSITION CONFERENCE AND CLINICS

Eight thousand executives whose work is concerned with packaging, packing and shipping will attend, to see, hear, learn, compare, buy. There will be displayed—and discussed—materials, services and ideas of all the phases of this vast and vital field. Plan **now** to come.

HOTEL PENNSYLVANIA
NEW YORK CITY

MARCH 7-10

INCLUSIVE



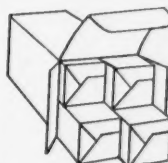
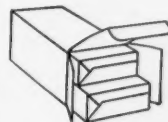
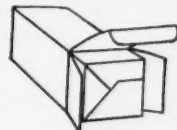
Three Standard Packages on One Machine

Built to serve the plant whose trade demands butter packages of various sizes, the Triplex Wrapping and Cartoning Machine does the work of three machines and fits into today's economic program.

Will wrap and carton pound solids either single or double wrap at the rate of 4,000 or more pounds per hour; will wrap twin halves and enclose in pound carton at rate of 4,800 halves per hour; or wrap four quarters and enclose in pound carton at the rate of 6,000 quarters per hour. Also handles Holland Rolls at same speed as one pound solids. Adjustments for different print sizes easily and quickly made.

The Triplex may be used for wrapping only, when desired.

Similar in principle to standard Automat Machines, the Triplex Model will give hard and continuous service. Write for Bulletin No. 4.



These three packages, as well as Holland Rolls and other types, may be produced on the Triplex

New Economy Wrapping Unit will single or double wrap quarters, halves or pounds in any style print desired, as well as half pound and one pound Holland Rolls and various sized hotel bars. Write for information on how to completely motorize your butter packaging department at small cost.

The Automat Molding & Folding Co.
16-20 Broadway, Toledo, Ohio

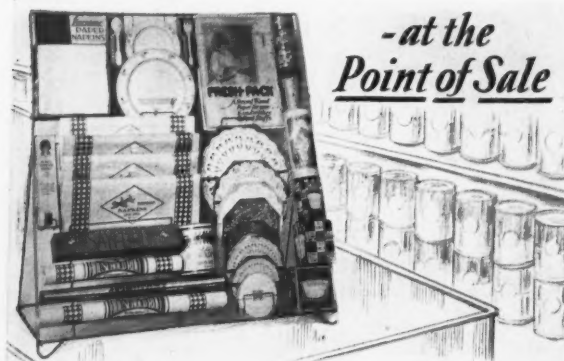
New York Office
19 Hudson St.

Los Angeles Office
306 Calo Building

A COMPLETE LINE OF PRINT ROOM EQUIPMENT

Tub and Box Pre-Cutters (Hand or Hydraulic), Butter Print-forming Equipment, Automatic Wrapping Machines, Automatic Wrapping & Cartoning Machines and special accessories such as Conveyors, Parchment Perforators, Carton Daters, Slip or Coupon Feeders, etc.

Use the PUSH of DISPLAY



*-at the
Point of Sale*



for
Paper Products
Paint and Wax Cleaner
Products
Nuts—Foods—Macaroni
Flour—Mayonnaise—Spices
Candy—Canned Goods
Beverages—Baked Goods
Chemicals—Seeds—Books
Magazines
Greeting Cards
Tobacco

Racks shown here are representative of a big line of economical displays—floor, wall, counter and special racks for every merchandisable product. Write for details.



See These

UNION DISPLAY RACKS

and Many Others

at the **PACKAGING SHOW—Booth 215**

Union Steel Products Co., 521 Berrien St., Albion, Mich.

is 8 oz. for more of the groups than any other size.

After deliberating upon their observations in the drug store field, the Federal experts give it as their considered opinion that four basic package "combinations" may be counted upon to endure, each combination comprising an "essential container" and a protective wrapper or decorative adjunct. The four comprise: (1) the glass bottle and paper carton for liquids; (2) tin cans, with or without protective wrappers, for powders; (3) glass jars, with or without paper carton, for creams applied with the fingers; (4) the flexible tube with a paper carton for creams applied with a brush or other instrument.

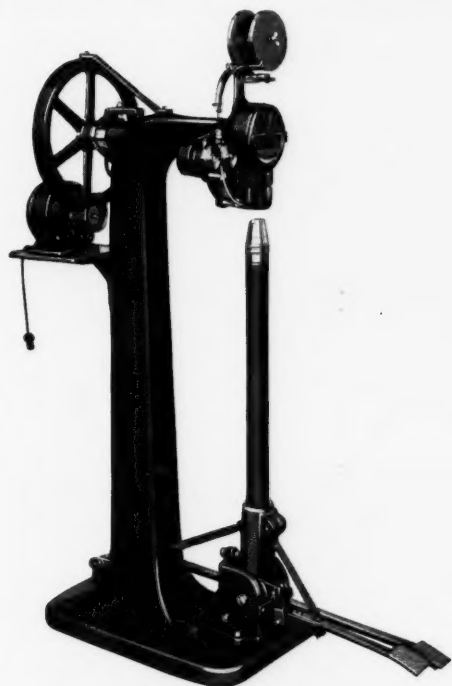
In view of the fact that the Mennen Company has just announced the withdrawal of its "free deal," it is interesting to observe the merchandising research specialists emerging from their package adventure with a recommendation for "free goods" as a means of enlisting retailers in conclusive package tests. The Federal experts insist that laboratory tests, etc., can never include all the conditions under which a package is sold and consequently cannot compare with selling tests at actual retail outlets. In encouragement of the latter the comment from the Commerce Department is that it should be relatively easy for manufacturers to enlist the cooperation of retailers for package selling tests by offering rewards in the form of "a moderate amount of free goods or a small cash consideration." Similarly, the Government's recipe for consumer tests and reactions, to properly check the package-change program, calls for reimbursement "either by a small cash payment or by giving as a premium a free package of the product itself."

"The Use of Design in Modern Plastics" was discussed at a luncheon meeting of the National Alliance of Art and Industry held Jan. 23 at the Hotel White, New York City.

James L. Rodgers, Jr., president of the Toledo Synthetic Products Company, presided. Mr. Rodgers touched upon the tremendous demand for new ideas and improved appearance of products and outlined the practical application of modern plastics. The development in Bakelite products was described by Gordon Brown of the Bakelite Corporation who illustrated his talk by showing a number of molded products.

R. E. Coleman of the plastics division of the General Electric Company outlined the application and use of various plastic materials in the electrical field. The importance of having a designer work in close cooperation with the engineer was the topic presented by Joseph Sinel. H. S. Spencer of General Plastics, Inc., spoke on the subject, "Why Use Plastics," stating that: "Plastics have no limits to their possibilities and progress in the last five years has been limited only to the imagination of the chemist and the time needed for each development that they have approached. Each plastic product has a market distinctively its own and that is another reason why modern plastics are finding wider acceptance in the manufacture of almost everything."

FOR LOW COST IN SETTING UP SHIPPING CONTAINERS



The IDEAL Bottom Stitcher works with such surprising ease and speed that an average operator can easily stitch 200 to 300 containers per hour.

No other method of setting up containers can match the IDEAL in speed or dependability. No other machine made will give you longer or better service.

A bottom stitched container will carry better in transit, withstand the bumps and jars of shipping. The IDEAL gives overstrength at the bottom, where it is most needed.

Mail the coupon TODAY. Let us tell you how you can reduce the cost of setting up your shipping containers.

IDEAL STITCHER & MFG. COMPANY
100 Fourth St. Racine, Wis.

MAIL THIS COUPON

Ideal Stitcher & Mfg. Co.,
Dept. MP-3, Racine, Wis.
Tell us all about the IDEAL STITCHER.

Number of boxes glued stitched monthly.....

Maximum size box used.....

Minimum size box used.....

Name

Address

City State.....



**LUSTEROID
CONTAINERS**

Available in Many Colors

Jars, vials and other containers in clear transparent as well as in colorful Lusteroid (either opaque or transparent) make packages of unusual beauty and distinction.

They also have the advantage of being decidedly economical, for they effect a worthwhile saving in transportation charges (because of their light weight), and also reduce breakage losses (because of their unusual strength and resiliency.)

Moreover, they are odorless, sanitary and seamless.

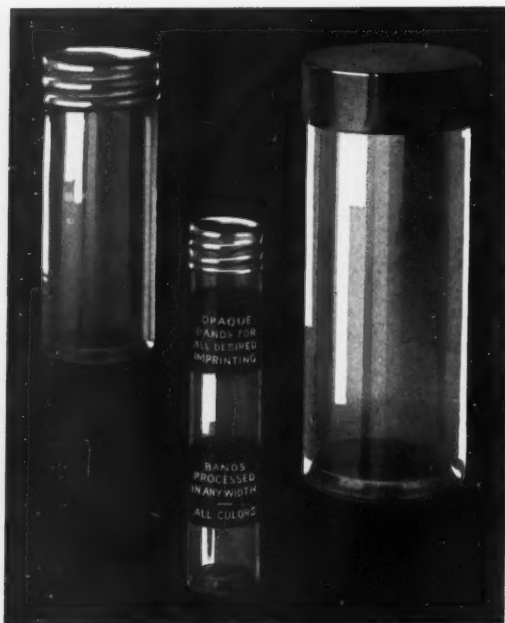
From every standpoint, they are ideal containers for many products.

Samples gladly sent on request.

**LUSTEROID
CONTAINER COMPANY, INC.**
Formerly Lusteroid Division of The
SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY

These 4 Packaging Advantages with HYCOLOID



1. **LIGHT WEIGHT**—Think of your shipping charges. Hycoloid is 80% lighter than glass.
2. **NON-BREAKABLE**—Throw a Hycoloid container as hard as you can on the floor . . . it absolutely cannot break.
3. **CRYSTAL CLEAR COLORS**—You can get Hycoloid containers clear or in ten different transparent or opaque colors—small orders, as well as large.
4. **PERMANENT LABEL**—A label with as many as four colors can be processed on Hycoloid containers. They have proved very effective. They do not flake or crack off.

AN IMPORTANT MESSAGE FOR YOU

Our Special Design Department will be glad to consult with you in regard to the most suitable Hycoloid container for your product or group of products. Just send us a sample and we'll show you what we can do.

HYGIENIC TUBE & CONTAINER CO.

46 Avenue L, Newark, N. J.



Redlerizing

(Continued from page 70) then drop through the slots onto the return side of the chain underneath, which would carry the flour out of the bin. He succeeded with this unique arrangement in lowering the bin's contents in a uniform manner—a highly desirable accomplishment, especially so as it was found that a very small amount of horse-power was required for the operation. The principle involved was making a column of material flow continuously "en masse" against gravity, with the least expenditure of energy.

Carrying these experiments further, and in order to observe, at first hand, the interaction of chains and flour at close range, he filled the back end of a bin with flour leaving a space at the front with the chains bare. Entering the bin, and standing on the chains with his back to the flour, he ordered the unloading to start.

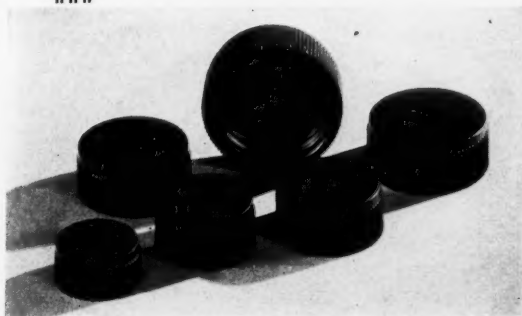
The chains moved slowly under him, but did not unload any flour. Something seemed to be wrong. Exasperated and puzzled, he kept pace with the moving flour, stooping to learn the cause of the trouble. Suddenly, something bumped him from behind. He straightened up to find himself between an advancing mass of flour and the end wall of the bin. It was only by hastily scrambling from the bin that he was saved from injury.

Here was something new! What was the cause of the mass of flour moving forward, instead of a small quantity being drawn from the bottom? The answer to this phenomenon brought about the discovery of the radically new conveying principle which, briefly, is as follows.

In bulk material handling, if the boundary layers are urged forward, the entire mass of material moves as a solid unit because the shearing strength of the material on itself is greater than the friction of the same material against the relatively smooth walls of the conveyor conduit.

To put it another way. With a mass of material moving through the enclosed trough, the only obstruction to its motion is the resistance which occurs at the skin or on the outside of the mass where it touches the walls of the conveyor trough. The arms of the metal pieces or links supply sufficient motive force just where it is needed to move the material at proper speed. The rigidity of the moving mass, as it rests on the links, reduces the opposing forces to a minimum. Once the trough is loaded, the whole mass must move with the links as if all were solidly connected.

Applying this principle, Mr. Redler made a conveyor out of a square conduit, equipped with a longitudinally moving element having relatively light members sweeping all four sides. This turned out to be capable of conveying material "en masse" and quiescent at any angle in any plane. Later, he discovered that this could be done with more finished design without complete four-side sweeping. The common shapes assumed by the transverse elements today are the "H," the "U," and the "L."



They're Right!

... right in finish ... right in construction and strength ... so that they do not split or crack when screwed onto bottle. The extra wall thickness of Wheeling Caps is obtained without sacrifice of appearance. We guarantee Wheeling molded caps to be perfect in every respect. They are made to withstand extraordinary as well as ordinary stresses and strains and are obtainable in all colors. Write for full particulars.

Molded Cap Division

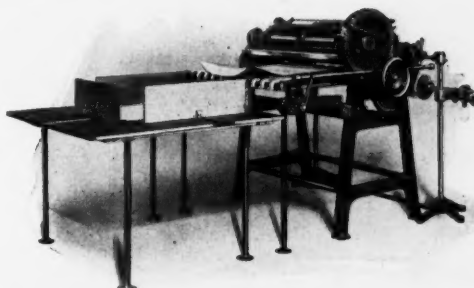
WHEELING STAMPING CO.
WHEELING, W. VA.

»WHEELING«

The 1933 Model

BECK AUTOMATIC ROLL SHEETER

Developed to solve your CELLOPHANE sheeting problems, is the embodiment of every modern mechanical feature to permit the handling not only of cellulose products, but also waxed papers, tin foils, fancy cover papers, and all other packaging materials, with accuracy, speed and economy.



May we describe to you the many advantages which have won for the BECK its election as the most satisfactory sheet cutting equipment obtainable.

CHARLES BECK MACHINE CO.

TERMINAL COMMERCE BLDG.
13TH & CALLOWHILL STS.

PHILADELPHIA, PA.



At Moderate Cost—distinctive and individual packages, instantly intriguing with Color charm—of subdued or brilliant lustre—color fast, uniform and of warranted durability.

What with modern labels and closures, individual possibilities are limitless.

Acquaint us with your packaging problems. Expert service is yours upon request.

COLORCRAFT



Decorated Bottles and Jars

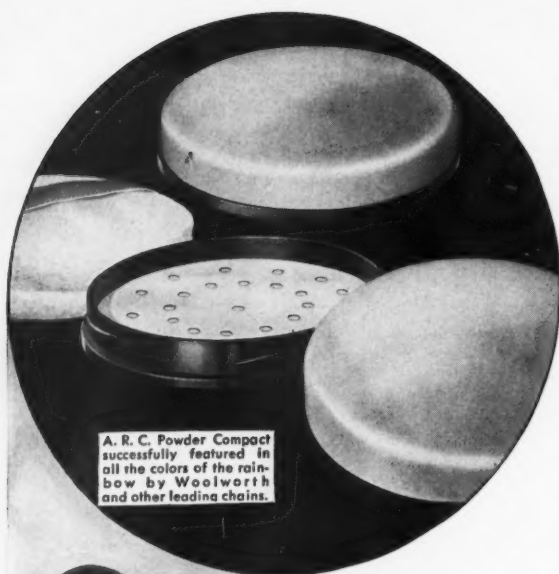
Produced in exquisite tints or in assertive, vivid color tones—plain or in modern two-tone effects—on opal or flint glass.

COLORCRAFT CONTAINERS CO.

1120 Central Avenue, Cleveland, Ohio

FEBRUARY, 1933

119



Speed up Sales

with **A·R·C·**

MOLDED CONTAINERS

For more than fifty years the American Record Corporation has been supplying quality moldings to a wide variety of industries where absolute precision is a vital need. This background of experience is your assurance that there is no more reliable source for molded containers than the American Record Corporation. Plan today to bring your package up to date. And let American Record Corporation show you how. Detailed particulars and samples of our work on request.

MOLDERS in all colors of:

URALITE — BEETLE — PLASKON — UNYTE
PHENOLIC — ARCOLITE — BAKELITE — DUREZ

AMERICAN
NEW YORK 1776 Broadway
DETROIT 145 Eastlawn Ave
SCRANTON, PA.
RECORD CORP.
HOLLYWOOD, CAL. 933 Seward St
CLEVELAND 4900 Euclid Ave.
CHICAGO 549 W. Randolph St

To illustrate the interesting effects of this new principle, picture a stream of material issuing from the conveyor as smooth and as level as the table top, the depth of the stream regulated as desired and the rate of discharge constant during the whole period. Another actual result illustrating its versatility was to move a wall of flour 8 ft. wide, 15 ft. long, and 20 ft. high without disturbance or irritation to the material. Actual tests have shown that at times a load over 200 times the depth of the carrying chains could be carried without inconvenience to material or conveyor. Such instances are more or less in the way of stunts and prohibitive in actual practice, but it does indicate the possibilities and accomplishments of this new agent in the materials conveying field.

Some of the chief advantages of the Redler Conveying system are the totally enclosed and dust-proof casing through which the conveying chains and flights move, eliminating the necessity for special housings to make it water-proof when used out of doors. It is accessible to visual and manual inspection of the material it carries. It is simply constructed, of few parts, and consequently long-lived. Less horse-power is required than with any other type of commercial conveyor.

Because a miller discovered this new conveying law, it was quite natural that the first practical applications were made in flour mills. Many cereal and flour mills in England, Scotland and America are using Redler conveyor installations for moving finished flour, first and second crack, semolina, bran, etc., in a most satisfactory manner.

Of outstanding merit to the miller is the action of the conveyor to cause flour, bran or wheat to flow continuously, smoothly and almost restfully along its predetermined path. This path may be horizontal, vertical or inclined.

Due to the relatively slow speed of the Redler conveyor—usually between 20 ft. and 30 ft. per minute and rarely exceeds 40 ft.—materials are handled with extreme gentleness, so that the formation of dust is reduced to a minimum. Moving without agitation or grinding action, it is possible to convey materials such as flaked breakfast foods with a negligible amount of breakage. As the conveying is done in covered troughs the danger of contamination by extraneous matter from the air is eliminated.

An unusual and extremely valuable feature of these conveyors is their ability to convey at any angle from the horizontal to the vertical in the same machine. It is likewise possible and a matter of common procedure to vary the direction of the conveyor in a horizontal plane, and this feature is well exemplified by a recent installation made in Chicago where two changes in directions—from 1 deg. to 5 deg.—were made to avoid obstacles in conveying wheat for a distance of about 350 ft. with one machine.

I have referred to the use of flour in describing the handling method. But flour and similar materials are



These attractive boxes possess

MANY SALES-BUILDING ADVANTAGES

For packaging candy, cosmetics, silverware, novelties, bakery products—they are particularly effective.

They are made in any size from 1/2 pound to 2 pound, and with any number of divisions. The interior of box with divisions can be supplied in any two-color combination desired. When lid is removed, this box makes an attractive serving tray.

The box with the hinged lid is furnished with a transparent cellulose cover directly over the product; also with a velvet platform if desired.

Prices on these patented ideas are remarkably low. Samples and full information on request.

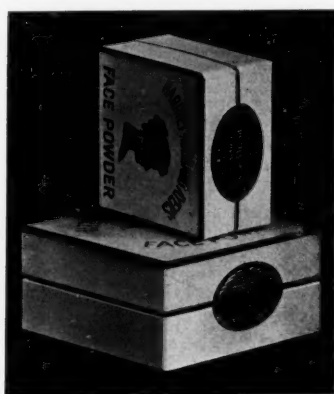
RAPID CUTTING COMPANY, Inc.

169-173 Franklin Avenue

Brooklyn, New York

150-152 Skillman Street

HERE'S A LABELING JOB



. . . that is well done!

Neatness— Speed— Accuracy

Features extremely essential in applying gold seals on the white "Luxuria" powder boxes and similar work!

Operating for years in the plant of Harriett Hubbard Ayer, Inc., and many others.

McDONALD Automatic Labelers

have well earned the enviable reputation accorded them in the cosmetic and allied industries.

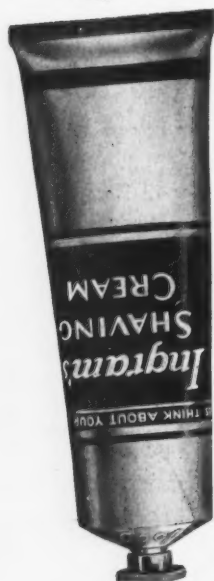
GET PARTICULARS ON THESE
LABELERS WITHOUT
OBLIGATION

McDONALD ENGINEERING CORP.
210 Varet Street • Brooklyn, N. Y.

NO CLIPS

are necessary

when tubes are sealed by
this improved method

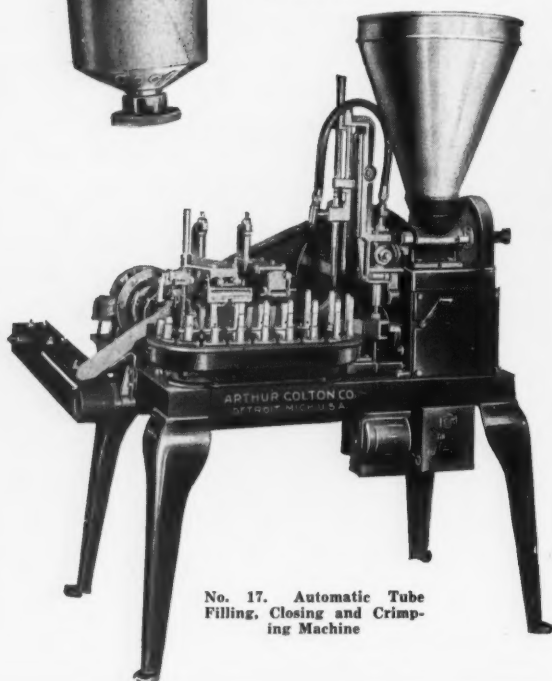


COLTON CLIPLESS CLOSURE

This decorative and dependable closure is obtained simply by crimping the end of the tube.

It has been adopted by many manufacturers of nationally-known products — among them being Ipana, Ingrams, Pepsodent, Palmolive, and Barbasol.

Write for folder showing how you can reduce your packaging costs by this new closure.



No. 17. Automatic Tube
Filling, Closing and Crimp-
ing Machine

ARTHUR COLTON CO.

2600 East Jefferson Avenue
DETROIT, MICH.

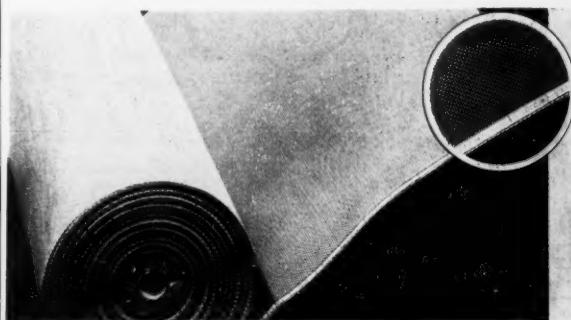
not the only types of material susceptible to Redler conveying, for many materials, ranging from coal and flour to soap, beans, coffee, nuts and broken cork can and are being handled in the same manner as flour or bran.

Redler Conveying is just another instance of machine development where the primary objective was not the displacement of labor, but the seeking of an improved method to move materials in less floor space, and with less friction than is commonly necessary.

Improved Package for Wire Screen

American Wire Fabrics Corporation has changed its method of inserting the Gold Strand measuring tape in the rolls of Gold Strand insect screen cloth. The tape is now fastened along the selvage of the fabric.

The use of this tape was an innovation of the American Wire Fabrics Corporation, introduced last season. It was of decided advantage to the dealer. In the first place, it was an identification of a well-known product, made to U. S. Bureau of Standards specifications. The Gold Strand measuring tape fastened to the cloth unrolls with the cloth and serves as a measuring tape when the



storekeeper is filling an order. The tape is cut with the screen cloth, so that the last reading on the tape gives a definite, accurate and perpetual inventory of the contents of the roll. It therefore does away with the need of the dealer unrolling a broken package to see if there is enough left in the roll to fill an order.

Although the tape is attached all along the entire length of the roll, it is easily and cleanly pulled off, either by the dealer, who may wish to use it as a string to tie up the package, or by the user before installing the cloth in the screen frame. In any event, the tape is a receipt of full measurement to the customer.

The accompanying illustration shows part of a roll with a close-up of the tape attached to the cloth.

In the article "Reducing Handling in Packaging Operations" which was published in the January issue, it was inadvertently stated that one of the views shown on page 24 was that of a carton closing unit. The machine shown is that which is used for wrapping the cartons and is manufactured by the Package Machinery Company, Model F-5.—EDITOR.

METAL FOIL PRODUCTS





MASTER METAL UNIFOIL

Many attractive colors and patterns are available in addition to the samples shown here. Submit your packaging problem to us for suggestions and samples for your product.



MASTER METAL FOIL

Many different types and weights are available for your selection. Submit a sample of your product to us for suggestions and prices.



MASTER METAL LABELS

Examine the attached label. Observe the brilliant contrast of color and Foil, the sharply defined details, and accurate embossing and debossing. A Metal Label will lend a sparkling quality and brilliance to your package.

UNIFOIL is an effective medium for package wrappers, labels, and box-tops. When used in the form of a tight wrap, it forms an all-metal shell which seals in moisture and flavor. It can be supplied in various weights, embossed or polished, in sheets or rolls. Color-printing shows to unusual advantage on UNIFOIL. (The other side of this advertisement is printed on MASTER METAL UNIFOIL LS-1110). CARTONS are made from this same material, the advantages of real metal foil being combined with paper board. Master Metal Cartons can be constructed to have the foil on the inside for protective purposes, or on the outside for display value. When on the outside the flashing brightness of real metal foil will give your package a definite display advantage by means of its power to attract and hold the human eye.

FOIL is manufactured in different styles adapted to the product to be packaged. We supply the right foil for every purpose—aluminum foil, tin foil, or composition foil, some with paper backing and others without. Foil can be plain, embossed, and color-printed, in sheets or rolls. Silver or lacquered. The advantages of product protection and display value are combined in this material.

LABELS of bright gold or silver metal that attract and hold the eye, will bring a packaged product to the attention of more people. They are the best dressing up cartons, boxes, bottles of packages.

Full information
about our prod-
ucts and their ap-
plication to your



may be had
addressing the
Inge Service
Bu., Dept. PC

REYNOLDS

TALS

541 West 23rd Street, New York, N. Y.

1249 So. Campbell Ave., Chicago 345 Ninth St., San Francisco

THE



CONSULT OUR ADHESIVE EXPERTS

It will cost you nothing to get the benefit of our laboratory service—the advice and counsel of our chemists who have had wide experience in solving adhesive problems of every description.

We manufacture special adhesives for use on moisture-proof transparent cellulose, metal foil, plastic, wood, fabrics, etc.; also adhesives for many general purposes.

Samples and prices on request.

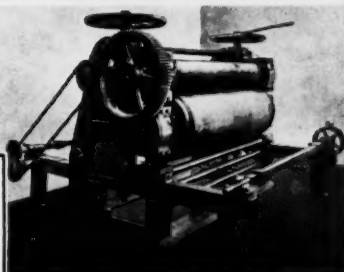


UNION PASTE CO.
MEDFORD, MASS.

WALDRON Converting Machinery



Waldron Open Front Embossing Machine—split boxes to permit quick change of rolls. The most modern design.

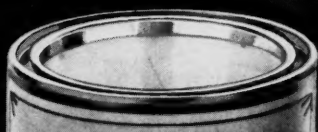


Embossing Rolls
Coating Machines
Printing Machines
Combining Machines
Gumming Machines
Crepeing Machines
Pasting Machines
Impregnating

EFFICIENT converting machinery must (1) secure the modern effects, colors and designs—(2) insure maximum output at minimum production cost and (3) reduce operating and maintenance expense. Waldron machines are designed and built to meet all these requirements. Our capable engineering staff is at your service. Write us.

JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS - NEW BRUNSWICK, N. J.
CHICAGO NEW YORK PORTLAND, ORE.



COMPLETE PACKAGING SERVICE



Send us samples of your present containers and we will have our package designers prepare some suggestion for your consideration. There is no obligation whatever for this service.

CIN-MADE now offers a Complete Packaging Service to packers of all kinds of dry commodities. It is the practical—economical—and profitable method of purchasing cylindrical containers today.

Check the features below!

- 1 DEVELOPMENT OF A PROPER CONTAINER.
- 2 CREATION OF INDIVIDUALLY STYLED LABELS.
- 3 PRINTING AND APPLICATION OF THE LABELS.
- 4 PACKAGING IN A RESHIPPER.

Let us show you how profitable it is to use the **CIN-MADE** Complete Packaging Service. We will gladly demonstrate what we are doing for other packers—and what we can do for you. Write at once for complete particulars.

THE CIN-MADE CORPORATION (FORMERLY THE CINCINNATI MAILING DEVICE CO.)

CIN-MADE



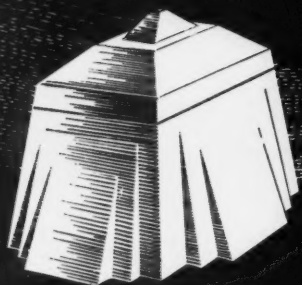
297 EGGLESTON AVE.

CINCINNATI, OHIO

REPRESENTATIVES IN PRINCIPAL CITIES

FEBRUARY, 1933

123



Distinctive

EVERY AUBURN Molded container possesses this important quality in its design, coloring, and utility...where distinctiveness means SALES.

¶ This distinctiveness cannot be secured from "stock patterns"... therefore AUBURN Molded containers are "custom molded" to the particular needs of the commodities.

¶ Why not let our engineers design a distinctive molded container for that product you are trying to "push", and then note the immediate response of the trade.

¶ Write us today...stating your problems.

Auburn Button Works, Inc.
Auburn, N. Y.

*Manufacturers of Celluloid Sheets and Rods.
Molders of Bakelite, Durez, Celluloid, Beesle, Etc.*

Auburn
"CUSTOM MOLDED"
CONTAINERS

New Brush Displays

(Continued from page 61) in addition, a striking picture of the brush shown on the placard above the box.

All of these articles are sold in drug stores or the toiletry sections of department stores so that it is highly important that they are packed in such a manner that they will be placed on the counter and attract favorable attention instead of being placed out of sight on the shelves. To accomplish this the goods must be made attractive so that they will add to the appearance of the retailer's establishment, they must also appeal to the consumer and the display container must be so constructed that it will be an easy matter for the retailer to set it up properly.

The particular feature for which all of these containers have been designed is that when they are opened by the retailer he simply folds back the cover so that it goes under the display and forms a pedestal which tips it in a manner to show its contents to advantage. At the same time there is a back, which stands up behind the display when the cover is folded to make the pedestal, on which is set forth the character of the contents, price and other information in an arresting display. Although these containers are rather elaborately gotten up they are simplicity itself from the standpoint of the retailer.

The "Masso" display box, however, is different and new, and was designed almost entirely from ideas of the company. While the patent is held by the maker it cannot be used for other tooth brushes. The display differs mechanically from the others in that it has two sections at different angles for the showing of merchandise, which give it a greater attention-getting value than the others. It is also appropriate that the less expensive article should be shown in larger quantities because these will be sold in greater numbers. The color scheme is dark blue against a gray background, giving the display a clean and sanitary effect. The price, which is the particular feature in this case, is prominently shown with a picture of the brush above the box. The individual boxes for each brush have an open face top so that the brush and the color of the handle may easily be seen without taking it out.

The display containers for the hand brushes hold four; those for the "De Luxe" tooth brushes, one dozen; for the dental plate brushes, one dozen, and for the inexpensive "Masso" tooth brushes, two dozen.

These new displays were announced by means of a broadside sent out to the trade explaining and illustrating them with pictures. As price plays so big a part in present day merchandising, the fact that the goods were priced to appeal to the public and to afford an extra profit to the dealer as well was emphasized.

Display containers and individual boxes are all of the folding type and are shipped to the factory flat. They are set up and packed with their respective goods in the plant and sent out all ready to be opened by the retailer as explained.



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*Still gives the
best performance in
CLAY COATED BOXBOARD*

*MADE IN
RIDGEFIELD, NEW JERSEY*

by

LOWE PAPER COMPANY

When you are fighting for a
place on the marketing stage---

And depending on packaging
to win and hold your audience---

You will score a hit most frequently
if your cartons and display containers are

Made of

Ridgelo
CLAY COATED

Folding Boxboard

●

This insert is RIDGELO Clay Coated Folding Boxboard
White Two Sides---.016---Lithographed Both Sides

Made at

Ridgefield, New Jersey

by

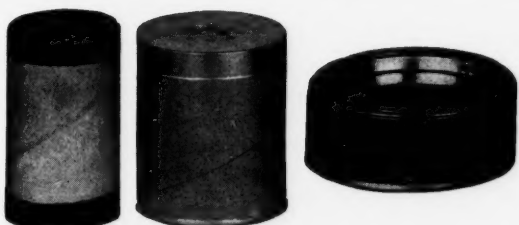
LOWE PAPER COMPANY

Canadian Representative: W. P. BENNETT & SON, Toronto



PACKAGES

that cost less
AND LOOK BETTER



CLEVELAND Containers are the answer to today's demand for economy. They are strong, durable, and attractive—a better package, a modern package, at a lower cost.

There is a size and type of tube or container for every need, and our packaging experts will be glad to work with you on your problems.

THE CLEVELAND CONTAINER CO.
10421 BERA ROAD CLEVELAND, OHIO

Plants: Cleveland, Detroit, Hoboken, Philadelphia
Sales Offices: Pittsburgh, Rochester, Chicago

* Sunshiny Outside Room
 * Private Bath or Shower
 * SERVITOR Service-Privacy
 * RADIO with Choice of Programs
 * Room Service at NO EXTRA CHARGE
 * Sleep-Insuring Quiet
 * A Few Steps to all Transit Facilities
 * Convenient to Theatres and Shopping

ALL for
\$3 (and up) per day!...

Stop at a
NEW hotel



Enjoy the luxury of a NEW hotel—ALL the conveniences provided by the last word in equipment—yet pay rates in keeping with the times! Hotel Governor Clinton offers maximum comfort, quick, courteous service and the finest accommodations at rates that start as low as \$3 a day. For two the rates are but *One Dollar More!*

HOTEL GOVERNOR CLINTON

1200 ROOMS AND BATHS C. W. RAMSEY, JR., MGR.
7th Ave. at 31st St., New York City
OPP. PENNSYLVANIA STATION B. & O. BUSES STOP AT DOOR

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

FOR CELLOPHANE WINDOWS

Perfected and fool-proof Adhesives are now available for gluing Moisture-Proof Cellophane, Sylphwrap and Protectoid Windows into both Folding and Set-Up Boxes.



Cellulose Adhesives

are adapted for use by hand and on all types of automatic machines.

Strongly Adhesive
Dependable
Uniform
Reasonably Priced

NATIONAL ADHESIVES CORPORATION

Home Office—820 Greenwich St., New York
1940 Carroll Ave., Chicago—883 Bryant St., San Francisco
15 Elkins St., Boston—1305 Germantown Ave., Philadelphia

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Sales Offices in all principal cities

Specify

*Gaylord
Liners*

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS

PRINTERS' AND ADVERTISERS' TIME AND MONEY SAVING UNIFIED SERVICE

ART SERVICE

BRASS STAMPING AND EMBOSING DIES
WOOD AND WAX ENGRAVINGS

F.A. RINGLER CO.

LEATHER GRAINING PLATES OR ROLLS
"Something New Every Day"

PHOTO-ENGRAVING

ELECTRO-TYPING

MAIN OFFICE AND WORKS
40-42 PARK PLACE
to 39-41 BARCLAY ST.
NEW YORK

UPTOWN BRANCH ~ 207-217 WEST 25TH ST.

PHONE - BARCLAY 7-4070

NOW ON EXHIBITION



ALL ENTRIES IN THE
1932 ALL-AMERICA TWELVE
COMPETITION

Including the
TWELVE CUP-WINNING PACKAGES

ON DISPLAY AT THE
PERMANENT PACKAGING EXHIBIT
(TENTH FLOOR)
425 FOURTH AVENUE
NEW YORK, N. Y.

Some of the Hundreds of Entries in the All-America Twelve Competition.



If you are interested in the latest developments in packaging, you cannot afford to miss this opportunity to see what's new in

Containers of
Glass
Metal
Paper
Plastics
Wood
Set-Up Boxes
Cartons

Package
Wraps
Labels
Closures
Displays

Many of the entries were designed by artists nationally known for their splendid work in this field.

On
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Never be
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a single

Executive
phase of
this extra

The All-
standing
hundred
seen any
are 9 to

You are
packaging



On View in Exhibit Room of MODERN PACKAGING During February and March

Never before in the history of packaging has so large and interesting a collection of new packages—placed on the market in a single year—been exhibited together.

Executives in packaging industries, and others interested in any phase of packaging, will find it decidedly worth while to visit this extraordinary exhibition.

The All-America Twelve, selected by the judges as the outstanding packages for 1932—together with approximately four hundred other packages entered in the competition—may be seen any week day from 9 to 5, except Saturday when the hours are 9 to 1 o'clock.

You are cordially invited to view this exhibit of modern packaging.





Come and See This Remarkable Exhibition

See the hundreds of attractive packages which the judges considered in selecting the All-America Twelve. See the wonderful progress that has been made in all phases of packaging during the past year—in containers of every type—in novel package construction—in the designs of wrappers, labels, displays.

You can spend a most instructive half hour at this exhibit and carry away with you a wealth of ideas for making your product more appealing from a packaging standpoint.

This exhibit will continue until the end of March.

BRESKIN & CHARLTON PUBLISHING CORP.
425 Fourth Ave., (29th St.) New York, N. Y.

"FILMA-SEAL"

(the double seal of cap and film)



Is used on many
Nationally known
products

**PREVENTS
EVAPORATION—
LEAKAGE—TAMPERING**

Send us a few of your pack-
ages, glass or tin, to "FILMA-
SEAL" and we will prove its
advantages to you.

FERDINAND GUTMANN & CO.

Bush Terminal No. 19,
Brooklyn, N. Y.

Bottle Closure Specialists Since 1890

"FILMASEALS"

Trade Mark Reg.

Pats. Pending

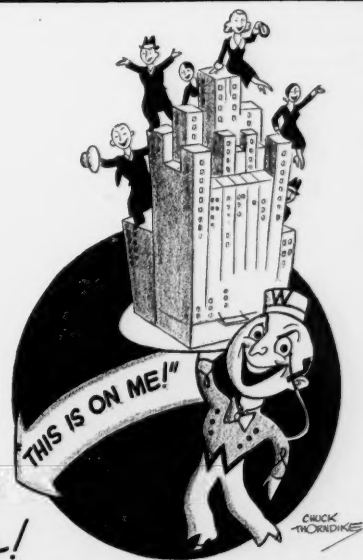


Years of experience in the designing and
molding of containers, closures, display stands
and other devices, enable us to produce
molded articles of unusual effectiveness. We
mold in all the well-known plastics.

May we submit some ideas for the packaging
of your product—without obligation?

PLASTIC MOLDING CORP.
SANDY HOOK, CONN.

New York Office — 505 Fifth Avenue
Murray Hill 2-4649



**BUSINESS
MAN'S
SPECIAL!**

Yes—we mean it. Present this Ad. and
when you're paying your bill we'll credit your
account \$1.00 • • Just say "Business Special"
when you register—and you get: (1) Room with
bath; (2) Choice of six Club Breakfasts; (3) Full
course dinner • • all for \$3.50, and you pay \$2.50.

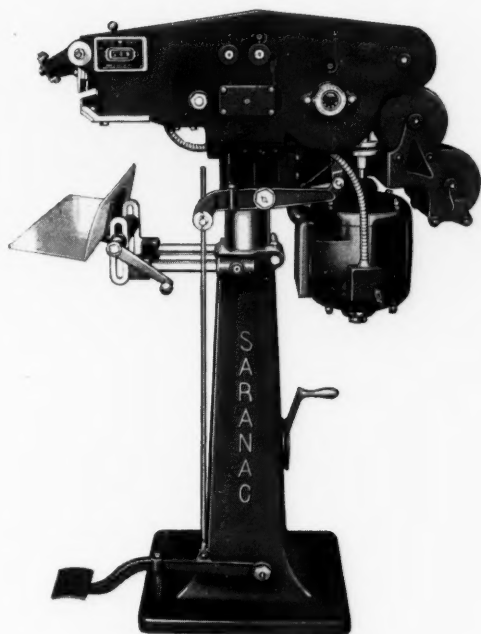
Write for a "Business Special Card" on your firm sta-
tionery, or say "Business Special" when you register!

HOTEL WELLINGTON
55th STREET AND 7th AVENUE NEW YORK CITY

Index to Advertisers

Acme Steel Company.....	12	Kalamazoo Vegetable Parchment Co.....	Insert 4-5
Aluminum Company of America.....	32	Kiefer Machine Co., Karl.....	41
American Can Company.....	4	Kimble Glass Company.....	18
American Management Assn.....	115	Kimberly-Clark Corp.	5
American Record Corp.....	120		
Anchor Cap & Closure Corp.....	Insert 68-69	Lowe Paper Company.....	Insert 124-125
Apollo Metal Works.....	24	Lusteroid Container Co., Inc.....	117
Artcote Papers, Inc.....	Insert 24-25		
Auburn Button Works, Inc.....	124	McDonald Engineering Corp.....	121
Automat Molding & Folding Co., The.....	115	Michigan Lithographing Co.....	Back Cover
		Mundet Cork Corp.....	7
Bakelite Corporation	15		
Beck Machine Co., Charles.....	119	National Adhesives Corp.....	125
Beetleware Corporation	81	National Metal Edge Box Co.....	39
Bennington Wax Paper Company.....	99	New Jersey Machine Corp.....	26
Birge & Sons Co., M. H.....	95		
Bostitch Sales Company.....	28	Ottawa River Paper Co.....	85
Brooks & Porter, Inc.....	Inside Front Cover	Owens-Illinois Glass Co.....	17
Cameo Die Cutting & Engraving Co.....	21	Package Machinery Company.....	97
Chambon Corp.	113	Peerless Tube Company.....	130
Chicago Carton Co.....	25	Peters Machinery Co.....	103
Chicago Molden Products Corp.....	38	Peterson Bros.	77
Chicago Printed String Co.....	87	Phoenix Metal Cap Co.....	72
Cin-Made Corp., The.....	123	Pilliod Cabinet Co.....	111
Cleveland Container Co.....	125	Pioneer Paper Stock Co.....	107
Colorcraft Containers Co.....	119	Plastic Molding Corp.....	127
Colton Co., Arthur.....	122	Pneumatic Scale Corp.....	11
Consolidated Packaging Machinery Corp.....	109		
Consolidated Safety Pin Co.....	37	R. C. Can Co.....	14
Continental Paper & Bag Corp.....	Insert 6-7	Rapid Cutting Co., Inc.....	121
Crescent Engraving Company.....	13	Redington Co., F. B.....	3
Crown Cork & Seal Co.....	42 and 82	Resinox Corporation	34
		Reynolds Metals Co., Inc.....	Insert 122-123
Dejonge & Co., Louis.....	Insert 12-13	Riegel Paper Corporation.....	79
Dennison Manufacturing Co.....	93	Ringler Co., F. A.....	126
Dexter Folder Company.....	8	Royal Card & Paper Co.....	Insert 28-29
		Saranac Bag Sealers, Inc.....	129
Einson-Freeman Co., Inc., The.....	30-31	Saranac Machine Company.....	129
		Sefton National Fibre Can Co.....	40
Falulah Paper Co.....	19	Stokes Machine Co., F. J.....	105
Ferguson Co., J. L.....	6	Stokes & Smith Co.....	29
Fonda Container Co.....	27	Sweetnam, Inc., George H.....	83
Forbes Lithograph Mfg. Co.....	20	Sylvania Industrial Corporation.....	9
Foxon Co., The.....	16		
Freydberg Bros., Inc.....	91	Union Bag & Paper Corp.....	35
		Union Paste Company.....	123
Gaylord, Inc., Robert.....	126	Union Steel Products Co.....	116
General Plastics, Inc.....	Inside Back Cover	U. S. Bottlers Machinery Co., Inc.....	23
Governor Clinton Hotel.....	125		
Gutmann & Co., Ferd.....	127	Voss Corp., Karl, Div. Shoup-Owens, Inc.....	89
Hampden Glazed Paper & Card Co.....	Insert 18-19	Waldron Corp., John.....	123
Heekin Can Co., The.....	101	Warner Bros. Co.....	33
Hotel Wellington	127	Waterbury Paper Box Co.....	22
Hygienic Tube & Container Co.....	118	Wheeling Stamping Co.....	119
Ideal Stitcher & Mfg. Co.....	117	Wirz, Inc., A. H.....	10
Johnson Automatic Sealer Co., Ltd.....	36		
Jones & Co., Inc., R. A.....	1		

A New Paper Bag Sealer for Sift-Proof Sealing of Paper Bags



Saranac Bag Sealer, Type D-10

For the rapid, secure and sift-proof sealing of commodities in paper bags in the usual 1-lb. to 10-lb sizes.

Insecticides, Coffee, Sugar, Cereals, Flour, Dried Fruit, Dry Paints, Dry Chemicals, etc., can be speedily and economically sealed with the Saranac wire stapled reverse double fold SIFT-PROOF CLOSURE.

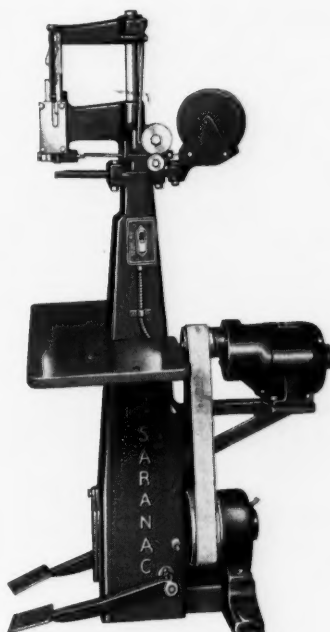
A standard machine which can be readily used in conjunction with your conveyor lines of the usual standard heights. It is positive and dependable. The stapling heads use wire from the coil, cut, form, drive and clinch the staples. The folding unit operates automatically in synchronism with the stapling units. The machine is self-contained with motor drive and single pedal control.



With your inquiry, send samples of your bags and state the nature of your commodity and the output required per hour, day, or other stated interval.

SARANAC BAG SEALERS
INCORPORATED
BENTON HARBOR, MICHIGAN

A New Low Priced Wire Stitcher High Speed — High Grade



Saranac Stapler, Type K
Foot, belt, or motor power

for use in the manufacture of
Fibre, Paperboard or Thin Wood Articles
such as

Fibre containers,
Suit boxes,
Egg cartons,
Butter dishes,
Paperboard or veneer berry boxes,
Price and brand tickets,
Mdse. package display cards,
Plant bands—fibre or veneer,
Toy and ornamental baskets,
Shipping room miscellany,
Bag top sealing,
Fibre container bottom sealing,
and a thousand and one other uses.

Send samples of work to be done and ask about the
Saranac Type K Stitcher

SARANAC MACHINE CO.
Stapling and Package Making Machinery
SPECIAL MACHINES

Benton Harbor, Mich. - U. S. A.



Pebecco cleans without
 scratching. Whitens
 and polishes teeth
 without the slightest
 injury to the enamel.



...and Peerless tubes bring you this
 most effective formula unchanged
 —sanitarily and conveniently.

A Product of Lehn & Fink, Inc., Bloomfield, N. J.



*Peerless Tubes
 used exclusively
 by Lehn & Fink*

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS





FIRST

it's a belt box

THEN

*it holds cigarettes
and matches*



HERE'S WHAT YOU CAN DO WITH DUREZ RE-FILLS!

TIP for better business: Let the container that holds your product *serve a double purpose!* This way—

First, make it of Durez. Pack in it the belt or the perfume or the soap or whatever it is you make. Count on the Durez box to push along the sale.

Then, let the customer know that he can use the *box* as well as the product! Something for nothing—and do people like *that!*

The Pioneer Belt box illustrated here—molded by the American Insulator Corporation—shows how practical this new idea really is. The smart, modern lines of the container, with its orange-scarlet Durez lid, catch the

customer's eye, *fast*. He likes the box, and he likes the belt. Home they both go—and the box does double duty from then on as a handsome container for cigarettes and matches.

The manufacturer has an idea that *sells*. The customer has more than he bargained for. Both satisfied.

You can work the same smart idea! Scores of nationally known manufacturers of toiletry and pharmaceutical preparations are using millions of Durez closures. Durez trays, boxes, jars, display stands are known wherever goods are sold. Light, strong, beautifully colored, and impervious to acids, alkalis, moisture, this modern

molding compound has made friends wherever it has been used.

Why not find out, now, about the advantages of this material? (General Plastics, Inc., does not perform the actual molding operation, but supplies the raw material to molders with whom you work.) Our staff has had wide experience in packaging design, and knows the ins and outs of the trade thoroughly. Write for full information to General Plastics, Inc., 202 Walek Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

DUREZ

Reg. U. S. Pat. Off.

THE PERFECT MOLDING COMPOUND



A reproduction
from an old
Italian Miniature

If a product is worthy of a name, then, too, it is worthy of sufficient publicity and advertising to make known its quality, its uniformity, its identity and its real value to the public.



MICHIGAN LITHOGRAPHING COMPANY

GRAND RAPIDS, MICHIGAN

COPY • PLANS • ART • DIRECT ADVERTISING • DESIGNING • LITHOGRAPH

This entire cover produced by the Michigan Lithographing Company, Grand Rapids, Michigan

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